



2012-13 Academic Program Review Results
College of Sciences
Nicholson School of Communication

Advertising and Public Relations, B.A. (09.0903)

Strengths

- professional advising center
- dedicated and accessible faculty members
- school leadership
- undergraduate research opportunities within the unit, particularly through the Collaborative Experiential Research Practicum (CERP)
- internship placements
- industry experience among the mass communication faculty members
- location in a large media market
- industry demand for advertising public relations professionals
- time-to-degree and completion rates
- co-curricular activities (e.g., debate team and Knightly News), and study-abroad opportunities

Weaknesses

- student demand outpaces faculty resources
- limited space for faculty member and student offices and collaboration, as well as classrooms, storage, and specialized laboratory and equipment facilities
- limited collaboration between Nicholson School of Communication and the university's mass communication outlets and resources (e.g., WUCF-FM and WUCF-TV)
- insufficient data regarding alumni placement and employment

Recommendations

- develop a unit strategic plan that aligns with the college's strategic plan
- assure the clear articulation of strategic niches, goals, and priorities, and consider current and future resources in establishing implementation priorities
- explore opportunities in areas of strategic communication, including risk communication, and work toward aligning program activities to support the unit strategic plan and to distinguish UCF's communication programs from those of other institutions
- develop and implement a plan to address the unit's human-resource needs that considers current and future resources and aligns with strategic plan priorities
- review the school's faculty workload policy and assure that it aligns with the school's goals
- explore ways of increasing extramural research and funding
- work with appropriate units to review opportunities for greater collaboration and integration with the university's mass communication outlets
- explore options to address space needs

- work with appropriate units to improve the collection of alumni information, including placement information and employer satisfaction (e.g., students' visual design skills)
- consider leveraging the department's success in undergraduate research to expand student participation in the university's Honors in the Major program
- work toward a better gender balance among the student population
- explore opportunities for synergies with other UCF programs (e.g., Spanish, film, and digital media programs)
- review the undergraduate curriculum and update it as appropriate (e.g., review redundancy and excessive number of electives)
- assure appropriate course sequencing and the integration of visual-design content in the curriculum
- develop a program curriculum map to enhance student learning
- review and update student-learning-outcomes assessment plans and assure appropriate outcomes and measures are used
- explore opportunities to expand student experiential learning opportunities

Human Communication, B.A. (09.0101)

Strengths

- professional advising center
- dedicated and accessible faculty members
- school leadership
- undergraduate research opportunities within the unit, particularly through the Collaborative Experiential Research Practicum (CERP)
- internship placements
- co-curricular activities (e.g., debate and speech teams)
- study-abroad opportunities

Weaknesses

- student demand outpaces faculty resources
- limited space for faculty member and student offices and collaboration, as well as classrooms, storage, and
- specialized laboratory and equipment facilities
- insufficient data regarding alumni placement and employment

Recommendations

- develop a unit strategic plan that aligns with the college's strategic plan
- assure the clear articulation of strategic niches, goals, and priorities, and consider current and future resources in establishing implementation priorities
- explore opportunities in areas of strategic communication, including risk communication, and work toward aligning program activities to support the unit's strategic plan and to distinguish UCF's communication programs from those of other institutions
- develop and implement a plan to address the unit's human-resource needs that considers current and future resources and aligns with strategic plan priorities
- review the school's faculty workload policy and assure that it aligns with the school's goals
- explore ways of increasing extramural research and funding
- explore options to address space needs

- work with appropriate units to improve the collection of alumni information, including placement information and employer satisfaction
- consider leveraging the department's success in undergraduate research to expand student participation in the university's Honors in the Major program
- work toward a better gender balance among the student population
- explore opportunities for synergies with other UCF programs (e.g., Spanish programs)
- review the undergraduate curriculum and update it as appropriate (e.g., review redundancy and limited number of electives)
- assure appropriate course sequencing
- develop a program curriculum map to enhance student learning
- review and update student-learning-outcomes assessment plans, and assure appropriate outcomes and measures are used
- explore opportunities to expand student experiential learning opportunities
- work with appropriate parties to review the appropriate role of oral communication in undergraduate education

Journalism, B.A. (09.0401)

Strengths

- professional advising center
- dedicated and accessible faculty members
- school leadership
- undergraduate research opportunities within the unit, particularly through the
- Collaborative Experiential Research Practicum (CERP)
- internship placements
- industry experience among the mass communication faculty members
- location in a large media market
- co-curricular activities (e.g., debate team, Knightly News, Centric magazine)
- study-abroad opportunities

Weaknesses

- student demand outpaces faculty resources
- limited space for faculty member and student offices and collaboration, as well as classrooms, storage, and specialized laboratory and equipment facilities
- limited collaboration between Nicholson School of Communication and the university's mass communication outlets and resources (e.g., WUCF-FM and WUCF-TV)
- insufficient data regarding alumni placement and employment

Recommendations

- develop a unit strategic plan that aligns with the college's strategic plan
- assure the clear articulation of strategic niches, goals, and priorities, and consider current and future resources in establishing implementation priorities
- explore opportunities in areas of strategic communication including risk communication, and work toward aligning program activities to support the unit's strategic plan and to distinguish UCF's communication programs from those of other institutions

- develop and implement a plan to address the unit's human-resource needs that considers current and future resources and aligns with strategic plan priorities
- review the school's faculty workload policy and assure that it aligns with the school's goals
- explore ways of increasing extramural research and funding
- work with appropriate units to review opportunities for greater collaboration and integration with the university's mass communication outlets
- explore options to address space needs
- work with appropriate units to improve the collection of alumni information, including placement information and employer satisfaction
- consider leveraging the department's success in undergraduate research to expand student participation in the university's Honors in the Major program
- work toward a better gender balance among the student population
- explore opportunities for synergies with other UCF programs (e.g., Spanish programs)
- review the undergraduate curriculum and update it as appropriate (e.g., review redundancy and number of electives)
- assure appropriate course sequencing
- develop a program curriculum map to enhance student learning
- continue to work towards converging the curriculum of the journalism program with the radio and TV programs
- review and update student-learning-outcomes assessment plans and assure appropriate outcomes and measures are used
- explore opportunities to expand student experiential learning opportunities; for instance, consider producing an instructor-led print or online student newspaper

Radio and Television, B.A. (09.0701)

Strengths

- professional advising center
- dedicated and accessible faculty members
- school leadership
- undergraduate research opportunities within the unit, particularly through the Collaborative Experiential Research Practicum (CERP)
- internship placements
- industry experience among the mass communication faculty members
- location in a large media market
- time-to-degree and completion rates
- co-curricular activities (e.g., debate team and Knightly News)
- study-abroad opportunities

Weaknesses

- student demand outpaces faculty resources
- limited space for faculty member and student offices and collaborations, as well as classrooms, storage, and specialized laboratory and equipment facilities
- limited collaboration between Nicholson School of Communication and the university's mass communication outlets and resources (e.g., WUCF-FM and WUCF-TV)

- insufficient data regarding alumni placement and employment

Recommendations

- develop a unit strategic plan that aligns with the college's strategic plan
- assure the clear articulation of strategic niches, goals, and priorities, and consider current and future resources in establishing implementation priorities
- explore opportunities in areas of strategic communication, including risk communication, and work toward aligning program activities to support the unit strategic plan and to distinguish UCF's communication programs from those of other institutions
- develop and implement a plan to address the unit's human-resource needs that considers current and future resources and aligns with strategic plan priorities
- review the school's faculty workload policy and assure that it aligns with the school's goals
- explore ways of increasing extramural research and funding
- work with appropriate units to review opportunities for greater collaboration and integration with the university's mass communication outlets
- explore options to address space needs
- work with appropriate units to improve the collection of alumni information, including placement information and employer satisfaction
- consider leveraging the department's success in undergraduate research to expand student participation in the university's Honors in the Major program
- work toward a better gender balance among the student population
- explore opportunities for synergies with other UCF programs (e.g., Spanish, film, and digital media programs)
- review the undergraduate curriculum and update it as appropriate (e.g., review redundancy and number of electives)
- assure appropriate course sequencing
- develop a program curriculum map to enhance student learning
- continue to work towards converging the curriculum of the journalism program with the radio and TV programs
- review and update student-learning-outcomes assessment plans and assure appropriate outcomes and measures are used
- explore opportunities to expand student experiential learning opportunities

Communication, M.A. (09.0102)

Strengths

- professional advising center
- dedicated and accessible faculty members
- school leadership
- internship placements
- industry experience among the mass communication faculty members
- location in a large media market industry supports the demand for advertising public relations professionals
- co-curricular activities (e.g., Knightly News, Centric magazine)
- study-abroad opportunities

Weaknesses

- student demand outpaces faculty resources; undergraduate teaching demands detract from faculty engagement in activities that promote program reputation (e.g., research and grant writing)
- limited extramural funding and faculty publications in high caliber scholarly outlets
- limited space for faculty member and student offices and collaborations well as classrooms, storage, and specialized laboratory and equipment facilities
- limited collaboration between Nicholson School of Communication and the university's mass communication outlets and resources (e.g., WUCF-FM and WUCF-TV)
- non-thesis students may not participate in a culminating experience that synthesizes the knowledge and skills acquired in the program
- insufficient data regarding alumni placement and employment

Recommendations

- develop a unit strategic plan that aligns with the college's strategic plan
- assure the clear articulation of strategic niches, goals, and priorities, and consider current and future resources in establishing implementation priorities
- explore opportunities in areas of strategic communication, including risk communication, and work toward aligning program activities to support the unit strategic plan and to distinguish UCF's communication programs from those of other institutions
- develop and implement a plan to address the unit's human-resource needs that considers current and future resources and aligns with strategic plan priorities
- review the school's faculty workload policy and assure that it aligns with the school's goals
- work with appropriate units to review opportunities for greater collaboration and integration with the university's mass communication outlets
- explore options to address space needs
- work with appropriate units (e.g., alumni relations and dean's office) to improve the collection of alumni information, including placement information and employer satisfaction
- work toward a better gender balance among the student population
- continue to work with the college's and other units to develop the school's research program
- explore opportunities for synergies with other UCF programs in areas of program strengths (e.g., crisis and health communication)
- review the master's program's admissions standards and assure alignment with the program's goals (e.g., interest in research)
- work with appropriate units to explore options of further integrating mass communication faculty members into appropriate roles in graduate education
- work with the college's, graduate studies, and academic affairs to explore options for professional education
- review the curriculum and consider modifying it to capitalize on the department's strengths and student interests
- develop a program curriculum map to enhance student learning
- review and update student-learning-outcomes assessment plans; assure appropriate outcomes and measures are used
- explore opportunities to expand student experiential learning opportunities
- work with appropriate units to explore faculty exchange opportunities with partner institutions

- assure all master's program students undertake a culminating experience (e.g., thesis, project, internship) that synthesizes the knowledge and skills acquired throughout their program