QUALITY ENHANCEMENT PLAN: Communicating in a Global Society

The success of the College of Media & Communication over the last 10 years has been remarkable. CoMC became an independent college, developed a Ph.D. program, built a psycho-physiological research center that is, bar none, the best in the communication field, saw the endowment of the Institute for Hispanic and International Communication, and now welcomes the addition of the Department of Communication Studies.

The basis for future progress is the reality that no educational unit, no matter how “universal,” can be superior in everything it does. We balance what we must do well day-in and day-out (our CORE) with what we can excel in and achieve world-caliber excellence and prominence in (our SIGNATURES).

These goals are derived from TTU’s “Making it possible... 2010-2020 Strategic Plan” and build on the College’s 2012-2015 Strategic Plan.

CORE

Enhance/Augment Curriculum
- Maintain quality and rigor
- Modernize core competencies
- Foster ethical, creative, critical-thinking innovators—“one-woman bands/one-man bands”

Expand Professional/Portfolio Outcomes

Outreach, Engagement and Branding
- Improve external relations to peers, alumni, industry, parents, high schoolers and guidance counselors
- Expand constituencies
- Evangelize accomplishments

Encourage, Maintain and Enforce a Culture of Safety, Responsibility and Risk Reduction
- Need to safeguard all processes
- Obey Human Subjects protocols in labs
- Inculcate a “report up right away” ethic on any HR/EOD incidents

Growth, Recruitment, Retention and Diversification of Student Body
- Continue to increase majors and SCH for grads and undergrads (local and distance)
- Continue to grow grad programs sustainably
- Seek to have at least 2,000 students enrolled in Fall 2020

Private and Foundation Fundraising
- Pursue discoveries (new, previously uncontacted potential donors)
- Develop menu of projects and ideas
- Steward endowment efficiently and responsibly

SIGNATURES

Incorporate New Department, Unit and Programs
- Department of Communication Studies (Spring 2015)
- (QEP) Communication Training Center (Spring 2016)
- Teach Professional & Business Communication courses to all Rawls College of Business students

Hispanic Media
- Flourishing area in the world of communication
- Least researched and taught
- Build on Thomas J. Harris Institute for Hispanic and International Communication

Distance/Online
- Expand online, hybrid and extension teaching for grads/undergrads
- Create an accessible online M.A. program
- Target the greater DFW area for marketing programs

Partnering with HSTEM Research/Grants
- Build on existing strong reputation—Center for Communication Research
- Increase grants and sponsored-study productivity
- Build research partnerships with other units on campus and industry, especially in HSTEM areas

2015

QUALITY ENHANCEMENT PLAN:
Communicating in a Global Society