



TEXAS TECH UNIVERSITY  
**College of Media  
 & Communication™**

# STRATEGIC GOALS 2025

CoMC became an independent college and developed a Ph.D. program in 2004; renovated and expanded our world-class Center for Communication Research in 2012; saw the endowment of the Harris Institute for Hispanic and International Communication in 2013; integrated the Department of Communication Studies in 2014; built a new online M.A. program in 2015 that became the fastest growing graduate program in TTU history; innovated historical teaching partnerships with TTUHSC School of Nursing and TTU Rawls College of Business in 2016 and 2017, respectively; and created a new Department of Professional Communication in 2018. The years 2013 to 2018 also saw record growth in undergraduate and graduate enrollment, semester credit hours, and student honors, as well as grant applications and funding and a near doubling of CoMC's full-time faculty. As we strive forward in line with the TTU 2025 Strategic Plan, we focus on metrics and ambitions in Core (general) and Signature (special) categories.

## CORE

### TTU PRIORITY AREA 1: EDUCATE AND EMPOWER A DIVERSE STUDENT BODY

#### MAINTAIN SUSTAINABLE GROWTH IN ENROLLMENT & EDUCATIONAL EXCELLENCE



- Enroll 2,000 undergraduate students and 325 graduate students by 2025
- Augment professional training for faculty and staff
- Expand transformative educational experiences
- Prioritize in-college retention, time to degree, quality, and rigor
- Keep improving applicability and innovation in curriculum

#### INCREASE FACULTY & STUDENT DIVERSITY



- Align with Hispanic Serving Institution initiatives
- Encourage diversity and inclusion among faculty, staff, and students
- Hire and retain world-class diverse faculty

### TTU PRIORITY AREA 2: ENABLE INNOVATIVE RESEARCH AND CREATIVE ACTIVITIES

#### ENSURE TRANSPARENCY, RIGOR, AND ETHICS IN RESEARCH



- Prioritize safety, accountability, risk management, and ethics
- Emphasize practical outcomes and applications of research
- Align faculty evaluation, tenure, and promotion with Carnegie Tier One expectations
- Align with protocols of Enterprise Risk Management

#### BUILD COLLEGE RESEARCH PROFILE



- Strengthen research quality and productivity
- Strengthen CoMC contribution to TTU research goals
- Strengthen global research reputation

### TTU PRIORITY AREA 3: TRANSFORM LIVES AND COMMUNITIES THROUGH STRATEGIC OUTREACH AND ENGAGED SCHOLARSHIP

#### CONTRIBUTE LOCALLY AND GLOBALLY



- Expand virtual, distance, abroad, away (in USA), and branch-site access and experiences
- Enhance visibility of outreach and engagement
- Build academic hubs, not silos
- Help TTU advance the Quality Enhancement Plan

#### MEET INDUSTRY DEMANDS



- Advance knowledge that benefits our region, state, nation, & world
- Engage with local, national, and global policymakers & leaders
- Train students to manage risk on the job
- Pursue industry partnerships
- Prepare students to be day-one ready for new and changing jobs

## SIGNATURE

Updated February 16, 2021



#### Incorporate and Solidify New Units, Programs, and Brands

- Build Department of Digital Media & Professional Communication with undergraduate degree program, distinctive curriculum, 500 majors, strong TTU regional campuses, and an innovative online undergraduate option
- Maintain teaching partnerships and evolving curricula in Nursing and Business and Professional Communication programs
- Distinctly brand each major and program for value, skill sets, and benefits for faculty, students, and employers
- Grow HSTEM Leadership Communication graduate certificate program to 20 or more students



#### Hispanic & International Media

- Enhance CoMC visibility in Hispanic & International Media
- Continue Thomas Jay Harris Institute for Hispanic & International Communication (HIHIC) pursuit of external funding
- Prepare students to be effective communicators in local and global cultural contexts



#### Alternative, Distance, and Regional Campus Offerings

- Expand offerings in academic and professional training
- Hire additional full-time faculty in Dallas, Waco, and off-site
- Seek industry partnerships related to graduate certificates and micro-credentials



#### Research Signatures & Partnerships with HSTEM

- Build on existing strong reputation of Center for Communication Research to cultivate STEM collaboration
- Establish global reputation in HSTEM communication research
- Increase grants and sponsored research to hit goal of \$1 million in annual awards by 2025
- Become a Top 30 program in Academic Ranking of World Universities (Shanghai Ranking)

### MEET CHALLENGES OF COVID-19 AND FULFILL TTU COMMITMENT