

UNIVERSITY OF GUAM
College of Liberal Arts & Social Sciences
Rubric for Analysis of Major Programs *Communication*

Types of Data				Comments
1 External recognition and measures of quality of the program (list)	Statement/list adequately addresses data request	Statement/list somewhat addresses data request; requires clarification	Statement/list not provided or does not address data request	<i>who's who , CLASS Faculty award are not external recognition</i>
2 All course outlines have been revised to reflect both program and course Student Learning Outcomes and assessment plan (copy of assessment plan and program SLOs)	Statement adequately addresses data request	Statement somewhat addresses data request; requires clarification	Statement does not address data request or no statement provided	
3 Centrality to mission	Statement adequately describes program's centrality to mission	Statement somewhat describes program's centrality to mission; requires clarification	Statement does not describe program's centrality to mission or no statement provided	
4 Support of strategic initiatives (which ones and how)	Statement adequately identifies and describes strategic initiatives	Statement somewhat identifies and describes strategic initiatives; requires clarification	Statement does not identify or describe strategic initiatives or no statement provided	
5 Meeting student and regional needs (evidence to support this)	Statement adequately addresses requested data with evidence	Statement somewhat addresses requested data with some evidence	Statement does not address requested data; statement lacks evidence; or no statement provided	
6 Completed program reviews with recommendations acted upon (last review and actions taken)	Statement adequately addresses data request	Statement somewhat addresses data request; requires clarification	Statement not provided or does not address data request	
Six page limit	6 pages	less than 6 pages	exceeds 6 page limit	



UNIVERSITY OF GUAM
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College of Liberal Arts and Social Sciences
Communication and Fine Arts

ANALYSIS OF THE COMMUNICATION PROGRAM QUALITATIVE DATA

1. External recognition and measures of quality of the program.
 - a. *External accreditation* – N.A.
 - b. *awards received by faculty, students, academic student organizations*
CLASS Faculty Award for Excellence in Teaching 2004-2005 (Tom Howe)
Who's Who Among America's Teachers, 2004, 2005 (Beth Somera)
Top Three Paper Award, Intergroup Division, International Communication Association Annual Conference, May 2007 (Co-author, Beth Somera)
Sasakawa Fellowship, to participate in the Japan Studies Institute, San Diego State University, June 2-26, 2004 (Beth Somera)
 - c. *external reviews* – The self-study for the Communication program for 2001-2006 is in progress. The last program review (1996-2001, approved in 2004) was conducted under the old system, which did not require an external review. An external reviewer for the ongoing self-study will be identified.
2. Course outlines are currently being revised as part of the Communication program self-study that is due this year. The program faculty is in the process of revising the course outlines to conform to the new format, revise the language to reflect student learning outcomes and update information about textbooks and other requirements. The revisions will be submitted to the College Curriculum Committee when they are completed.
3. Centrality to UOG Mission – *Inina, Diskubre, Setbisio* (To Enlighten, To Discover, To Serve) - one paragraph statement

The program offers two courses each semester (CO 106, CO 210) that fulfill General Education requirements, with approximately 10-12 class sections. From 3-6 sections (total) are also offered during summer school and intersession. All UOG students have to take CO 210, while CO 106 is an option in the Individual & Society category.

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The Communication major provides students with the ability to think critically about issues, organize ideas, and communicate effectively, both in oral and written channels, in a variety of contexts.

4. Support of Strategic Initiatives

A. ACADEMIC QUALITY

The last program review included a survey of alumni of the program, which suggested that alumni are generally satisfied with the quality of the program. The majority of alumni are working in the Communication field, which indicates that they are using the knowledge and skills they have acquired in the program. Most of them, however, indicated dissatisfaction with the media equipment in the program. As indicated elsewhere in this report, steps have been taken in the last few years to address this concern.

B. STUDENT SUCCESS, ENROLMENT GROWTH AND INSTITUTIONAL VISIBILITY

Five Communication graduates have earned an M.A. since 2001. One student [Francis Dalisay, *summa cum laude*, 2002] is currently working on his Ph.D. at University of Washington. Three recent graduates are working on their M.A.s at SOE.

Communication graduates are serving in a variety of jobs on Guam, including: TV news anchor, TV reporter, radio news reporter, radio production, radio disc jockey, radio sales, public relations, newspaper editor, newspaper reporter, magazine editor, magazine writer, school teacher (elementary, middle, and high school), sales &/or marketing (petroleum, copiers, other), wedding coordinator, music production, television program co-host, human resources, accountant, fashion design, modeling, and others.

Communication Society, in conjunction with the CO 355 class, has participated in judging high school NFL competitive speeches during the last three years. These two groups have also participated in sponsoring speaking forums both on and off



campus. In addition, Communication majors serve as interns [CO498] at various governmental, non-profit, and private companies on the island. When they do, they project the image of the Communication program and the university as a whole.

Communication majors participate actively during the CLASS research conference. In the last three years, they have organized panels [CO491 individual papers] and poster presentations [Intercultural Communication].

The Triton's Call publishes monthly issues, eight times per year. At the beginning of each semester, both the dates of publication and the deadline for contributions such as letters and calendar items are announced to encourage more participation from the campus community. These publication dates have been met. *Triton's Call* has tried to establish a virtual presence of the web, although it has not been consistent as it has been dependent on faculty and student commitment, given the extra effort required to update online issues.

C. LAND GRANT MISSION

As a Land Grant institution dedicated to the search for and dissemination of knowledge, wisdom, and truth, UOG exists to service its learners and its stakeholder communities.

In Fall, 2006, students in CO340 (Public Relations) helped the Guam Department of Labor create awareness of the Labor Work Force Survey. They designed a campaign geared towards increasing participation in the Survey.

Internships (CO498) in government agencies and nonprofit institutions contribute to the accomplishment of the land grant mission as students contribute to efforts to disseminate information about key social issues. For example, two students are presently interning with the PEACE project, which is focused on reducing substance abuse and the use of tobacco and alcohol in the territory. Another student is interning with the public affairs office of the Guam Army National Guard.



D. COMMUNITY ENGAGEMENT

The program requires that all graduates complete at least one internship in a communication-related job, during which they have an opportunity to apply their skills and knowledge in a public setting.

In addition to creating speaking forums on topics of local interest, Communication Society members and CO 355 students have made presentations for high school juniors and seniors on location about college and attending our local schools during four of the last five years.

E. INSTITUTIONAL EFFICIENCY AND EFFECTIVENESS

The Communication Department has serviced an average of 1,118 students each year over the last 6 years, with only four [4] full-time faculty and some part-time assistance.

The department offers the courses the students need so the students can take them in a timely manner, and with the advising provided, many of the students are able to graduate within four years.

There are currently 36 registered majors in the Communication program. Over the last 7 years (including Fall, 2007), the program has averaged 33.4 majors per Fall semester. Among the 11 majors in CLASS, Communication averages the 3rd most number of majors (English, in 2nd place, averages just 2 more per year).

5. Meeting student and regional needs

CO210, the general education course which is housed in the Communication program, is articulated with a course in Guam Community College.

6. Program review

Years covered : 1996-2001
Date completed : 2004



RECOMMENDATIONS

A. The faculty needs to explore opportunities for establishing linkages with institutions in the region.

Action. Several conversations were initiated with GCC's Visual Communication faculty. However, no definite results have come out of these meetings so far.

B. Discussion on the proposal for an East-West Media Center should resume.

Action. Tom Howe and Wes Gima (GCC) initiated the discussion of this proposal. Funding sources have not been identified.

C. An orientation of new majors should be conducted at the early part of the Fall and Spring semesters to strengthen the advisement process.

Action. A career day for Communication majors and UOG students interested in the major has been organized every Spring semester since 2004. Speakers representing different career areas in communication have been invited to talk to the students about enhancing their college experience, trends in the field, and the current job market.

D. The program faculty should communicate with the offices of the registrar and institutional researcher to ensure that the tracks in the program are recognized in the Communication majors' diplomas.

Action. UOG has not had an institutional researcher for several years, so this issue has only been discussed with the registrar. We understand that UOG will soon be printing diplomas in-house. This will facilitate this request.

E. The equipment in the media laboratories should be upgraded so that it comes close to industry standards.

Action. In the Triton's Call Lab, three iMac computers with Intel processors were added in 2006. Software was upgraded to four computers. The lab has four computers appropriate for news writing and newspaper production. The lab has two additional computers appropriate for news writing. A camera and additional software are on order.



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Computers and audio accessories amounting to over \$5,000 have been purchased for the mass media lab. In addition, the Pacific Daily News and KUAM donated three PCs to the mass media lab last June 2007 from the proceeds of a gubernatorial debate which they sponsored in 2006.

F. The RFK Library should subscribe to online databases that will allow Communication majors to access the major journals in the field.

Action. The RFK library subscribed to cios.org (Communication Institute for Online Scholarship). Several major communication journals are available through EBSCO.

7. The course/s which will be used to assess the major in the next review cycle should be carefully discussed by the faculty. The capstone course, CO491 (Senior Seminar), is one consideration.

Action. Pretest and posttest scores for written and oral components in CO491 have been collected for the last three years and are in the process of being written up in a report. Preliminary results were presented in a session during the Faculty Development Day last February, 2007.