

TO: Jan Larson, Chair
Department of Communication and Journalism

FROM: Mary Hoffman ~~MAX~~
Director of Academic Planning and Assessment

DATE: September 20, 2018

RE: Program Review of the Department of Communication and Journalism

On behalf of Provost Kleine, I am writing to conclude the 2017-2018 academic program review process. We sincerely appreciate the efforts of your staff to continually improve the high quality of the Communication and Journalism program at UW-Eau Claire. As noted in the memo you received from the Academic Policies Committee (APC) the program review process included many commendations, and identified several key areas of program strength, including those highlighted below.

- Strong teaching and scholarship among CJ faculty and instructional staff
- Support of UW-Eau Claire's Guidepost Goals, particularly in EDI and HIPs
- Significant contributions to coursework in the Liberal Education Core
- Support of University-wide programs including Honors and FYE
- Work on both liberal education and program assessment

We congratulate the department on these accomplishments.

We concur with APC's recommendation to "continue in its present form" with the understanding that the unit will continue to participate in university-wide efforts to meet goals identified in the University Strategic Plan, Academic Master Plan, and Guidepost Goals.

We recommend that the department act on the following items that emerged from the program review process:

- Continue to find creative ways to integrate student media work within the curriculum while still allowing an independent student media. Further integration may benefit students and faculty by awarding credit for time already being invested.
- Continue to build strong relationships with the liaison from the Advising, Retention and Career Center (ARCC). Consider inviting the liaison to participate in discussions of curriculum in order to improve connections with ARCC.
- Work to integrate all faculty fully into faculty advising. Develop systematic outreach to familiarize students with the faculty advisor role and build relationships.

In our conversation on June 19, 2018, the department chair identified some additional efforts including revisions to CJ 184 and the addition of a journalism certificate. We encourage the department to pursue those projects.

According to the process and procedures for academic department/program review, in the spring of the second academic year after this review, your department will submit a progress report on the recommendations made in the review. For the Department of Communication and Journalism, the progress report will be due to the Provost and the Academic Policies Committee during spring 2020.

Thank you for participating in the program review process. We hope the process has provided useful feedback for advancing the quality of your program. We look forward to working with you to meet the challenges ahead. We extend our sincere appreciation to you and the entire faculty and staff in the Department of Communication and Journalism for your collective work and dedication to UW-Eau Claire and our students.

Cc: Patricia A. Kleine, Provost and Vice Chancellor
Rodd Freitag, Interim Dean, College of Arts and Sciences
Marquell Johnson, Chair, Academic Policies Committee