Communication Studies and Mass Media Unit Meeting

10/25/22

Present: David Raskin, Nate House, Craig Strimel, Marcus Shepard, Sindhu Zagoren

Minutes:

1. Teaching Qualification Form for the unit
   1. This is an informal agreement between the unit and the department; since it holds no official power, I’m not sure a vote is warranted
   2. Questions, concerns, revisions?
2. Assessment results from 2021-22
   1. COMM PLOs
   2. MAMD PLOs
      1. David: MAMD numbers are lower, but there’s also a much smaller sample size
      2. Nate: The weaker MAMD numbers could be an issue of these classes being offered only online
      3. David: Should I get aggregate CLO data?
   3. Some individual courses hold more concern, and some we don’t have good data on
      1. Specifically 122 and 124
3. Developing enrollment strategies
   1. COMM at about 90 students, MAMD maybe 45
   2. Peaks of about 200 and 100 ten years ago
   3. Down a good 35% from 2019 alone
   4. Campus culture is down; what can we do to improve our presence?
      1. Sindhu: The institution was consistently decreasing funding for these events; not sure how much support there would be for it
         1. Should have an events promoter
      2. Craig: What are our students craving?
         1. Not sure CUFF would get the same reaction today; everyone’s time and status is different now
         2. Maybe do something as simple as a Zoom open house to meet COMM faculty
            1. People show up to school board meetings much more now because they’re on Zoom
         3. Notion of Communication Club, when it existed, was to get students to run it
      3. Sindhu: Also would be helpful to have a sense of what % of our majors are high school students
      4. Marcus: Social Media certificate might help make us more attractive
         1. David: PR might also be attractive
      5. Craig: Some experience teaching PR, but would want to rename and rebrand it somewhat
      6. Sindhu: No incentives to develop a course, especially if it will then get swallowed up by CSP
      7. Craig: Our focus should be on making the experience better for the majors that we have, rather than trying to attract a bunch of new majors
         1. We should offer our majors an opportunity to talk to us about what they want
         2. Craig could also return to doing campus visits for LaSalle, Temple, etc.
      8. Nate: For Mass Media majors, I do think CSP could offer 13 students exposure to our program that they may not have thought of
4. Class formats – specifically, are there classes we want to offer F2F more?
   1. Marcus: We should always have one in-person 116 that is not linked
      1. For 119 and 219, we might alternated which is F2F and which is ONLAS
   2. Nate: For 124, it would be helpful to have a hybrid version
   3. Craig: 114 is also an open question, and it’s really only been offered online for a while
      1. Question of marketing it for students to take it
      2. Also might consider rewriting it to be more online communication-oriented
   4. Sindhu: 214 hasn’t been taught F2F in a while