

IV. GOALS

REF	Goals	Actions to be taken	Completion Date	Person(s) assign
S1	Ensure Mass Communications Department measures SLOs and optimizes usage of assessments and action plans	Develop strategic plan to optimize and update SLOs to measure industry and academic standards	Feb. 2019	Brown
S2	Expand existing multimedia Talon Marks and WPMD entities through professional skill sets in mobile and social media platforms	Provide students with a hands-on experience in developing products, i.e., a converged media app.	May 2023	Brown
		Attend workshops, conferences and networking events to build a variety of skills	Oct. 2020	Brown
		Develop concepts for courses to equip students for user-engagement opportunities on the web, mobile and social media audiences	Oct. 2020	Brown
S3	Host campus career workshops and increase participation in professional and collegiate MCOM organizations to ensure student success	Attend ONA conference to build skill sets for online/social media news coverage	Oct. 2019	Brown
		Establish /schedule workshop sessions that develop student achievement in the major	Oct. 2018	Brown
		Create a Mass Communications alumni database	May 2023	Brown, Edquist
		Reestablish networking with local area journalism programs	May 2019	Brown, Breit

		Attend a national collegiate journalism conference with competition opportunities	March 2023	Brown
S4	Establish a Mass Communications Advisory Board comprised of area college representatives, working professionals and alumni	Create a Mass Communications Advisory Board	May 2018	Brown, Breit
		Select industry and educational professionals with diverse backgrounds, radio, TV, journalism	May 2018	Brown, Breit
S5	Increase completion rates by 10 % from 2018 class numbers for AA-T degrees & other degree/certificates	Provide more one-on-one counseling sessions for students	Oct. 2020	Brown, Edquist
		Maintain Journalism Majors Conference to provide direct pathway to graduation success	Oct. 2018	Brown, Edquist
S6	Develop MCOM philosophy statement to provide focus on common themes across curriculum	Research Best Practices in each area of industry	Jan. 2019	Brown
		Develop Best Practices for Mass Communications students	Jan. 2019	Brown
		Review curriculum to focus on themes in Mass Communications Philosophy Statement	Jun. 2019	Brown
S7	Explore interdisciplinary, grant-funded partnership with other programs on campus	Seek grant opportunities with foundation for JOUR 121	Feb. 2019	Brown, Edquist
		Develop partnerships with other programs like Film, Theatre, Commercial Music	Feb. 2019	Brown, Edquist
		Seek outside grants that would increase skill-building opportunities.	Feb. 2019	Brown, Edquist

		Reach out to Guided Pathways program		
W1	Update out-of-date AA degree in Journalism and certificates in Journalism and Public Relations	Research data on AA degree and certificates	Jan. 2020	Brown
		Analyze data to see if degrees and certificates are still viable	Jan. 2020	Brown
		Make changes to existing degree	Jan. 2021	Brown
W2	Increase enrollment by 10% over 2018 class numbers in department's core and non-core courses	Create partnerships with other programs to boost enrollment	Oct. 2019	Brown, Breit
		Research data on course times that do not carry strong enrollments	Jan. 2019	Brown
		Make sure non-core courses (JOUR 157, JOUR 130) are offered at least once a year	Jan. 2020	Brown
		Adjust course times to better serve student populations/majors	Jan. 2019	Brown
		Establish a recruiting plan and partner with programs that share field related courses.Reach out to current list of students.	June 2019	Brown
W3	Re-populate department's part-time pool of adjuncts	Create list of skills/expertise desired for part-time faculty	Dec. 2018	Brown
		Update MCOM job description/criteria for journalism, radio, and broadcasting	Dec. 2019	Brown
		Talk with HR to re-open pool	Dec. 2018	Brown
W4	Increase student success rates to 70% or better in GE Jour 100 course	Evaluate course testing and assess assignments in syllabus	Oct. 2019	Brown

-		Add embedded tutor(s) to course to help organize study sessions and review class materials	May 2018	Brown
O1	Integrate entrepreneurial media skills/theory into curriculum, i.e., web design, app design, podcasting	Evaluate areas of curriculum that need updating in self-branding capabilities .Use Strong Workforce Labor data	May 2020	Brown
		Add audio/editing assignments to JOUR 107	Aug. 2018	Brown, Edquist
		Add Social Media Communication GE course to the curriculum	Aug. 2020	Brown
		Explore app design to host student content	May 2019	Brown
O2	Seek increased ASCC funding for MCOM's academic and club activities	Request travel funds for ONA and other national collegiate journalism conference	Oct. 2019	Brown, Edquist
O3	Establish partnerships with locally-focused radio stations in the area to promote student content/talent	Reach out to commercial and collegiate radio stations KBEACH, West-22 at Cal State Long Beach, Titan Radio at Cal State Fullerton, and KDHR at Cal State Dominguez Hills	May 2018	Breit
O4	Merge online-based radio station into existing journalism facility to create MCOM converged media center	Begin conversation with administration about logistics of move for radio station	Aug. 2020	Brown
-	-	Host WPMD live radio stream on TalonMarks.com	Aug. 2019	Brown, Edquist
-	-	Research student interest in and lay groundwork for degree in Broadcast Journalism-Digital Media	Jan. 2020	Brown
-	-	Increase inter-club activities between Press Club and Radio Club to spearhead convergence	Aug. 2019	Brown, Edquist

O5	Utilize remaining RTV courses and recapture other courses to establish a new Film, Television and Electronic Media AA-T degree	Research AA-T core indicator for degree	May 2018	Breit
		Research student interest in AA-T	May 2019	Brown
		Research possibility of bringing RTV 155 (Radio Production) course	Dec. 2019	Brown
		Research what type of schedule, instructors and staff support needed	May 2019	Brown
		Begin process of requesting degree be added	May 2021	Brown
T1	Increase student enrollments by 10% over 2018 class numbers for Jour 107abcd	Recruit from photography, art, design, and commercial music programs for interdiscipline coursework	Dec. 2018	Brown
		Develop high school outreach campaign for potential journalism students	Jan. 2019	Brown, Edquist
		Execute campaign to visit local high schools	May 2019	Brown
T2	Develop advertising campaign for Talon Marks and TalonMarks.com to bolster sagging revenues	Talk with local newspaper outlets to garner advice on successful advertising plans	May 2019	Brown
		Recruit local businesses to advertise via one-on-one visits	May 2019	Brown
		Create digital analytics plan to promote higher digital sales	June 2018	Brown
		Research other colleges for their media kits	May 2018	Brown, Edquist
T3	Seek restoration of hourly support for radio station production as a larger MCOM mediacenter	Petition ASCC for hourly support of lab supervision	May 2022	Brown, Edquist

		Explore possible internship offerings for Cal State students interested in hourly lab tech positions	June 2021	Brown, Edquist
T4	Prioritize request for replacement for retiring RTV instructor with broadcast media instructor	Draft criteria for desired professor with experience in broadcast/video media	May 2018	Brown, Edquist
		Submit position through faculty hiring process/protocol	Dec. 2018	Brown