**Executive Summary of Program Assessment**

*The summary should be no more than three pages.*

**Campus:** UMSL

**College or School:** College of Fine Arts and Communication

***(If applicable)***

**Academic Unit:** Communication

**Date Submitted:** 7/6/2012

**Person(s) Responsible for the Success of the program:** James E. Richards, Interim Dean

**Submitted by:** Pat Dolan, Special Assistant to the Vice Chancellor for Academic Affairs

**Degree Programs Reviewed**

|  |  |  |  |
| --- | --- | --- | --- |
| **Degree (e.g., BS, MA, PhD)** | **Program** | **Enrollment** | **Number of Degrees Awarded** |
| **Most Recent Fall Semester****(*2011*)** | **5-Year Fall Semester Average** | **Most Recent Academic Year****(*2011*)** | **5-Year Average** |
| **BA** | **Communication** | **313** | **334** | **98** | **113** |
| **MA** | **Communication** | **27** | **26** | **6** | **11** |

**Changes Since Last Review**

Describe any significant changes that have occurred in the program since last review (or in past five years).

* The Touhill Performing Arts Center was reassigned from the administrative supervision of the Office of Academic Affairs to become a unit of the College in 2008.
* The College completed a comprehensive conceptual design project with CANNON DESIGN in Fall 2010. This project defined the programmatic needs of the College and developed an overall facilities plan by which virtually all units of the College would be progressively relocated in the campus arts district (adjacent to the Touhill PAC).
* The College has been required to make significant budgetary reductions in each of the last three fiscal years as part of overall campus cuts.
* Dean Hylton retired from the deanship in September 2010; the position has been occupied by an interim appointment since that time; a search for a permanent appointment is anticipated during 2012-2013.

**Strategies or Plans for Improving Program**

Describe steps, taken and planned, for ways to improve program or to adopt novel approaches. If reallocating resources or program emphasis, describe what steps are being taken to ensure that the quality of the program is not compromised.

* See dean search above.
* The College has addressed required budget reductions by curtailing programming in the Touhill, eliminating some full- and part-time faculty and staff appointments, and consolidating facilities. These economies have been structured to minimize instructional losses for students and reductions in support functions for academic units.
* Each academic unit and the College overall have been required to prioritize the components of degrees programs and other activities and to identify any reductions or revisions that will improve programmatic quality and/or future competitiveness. Decisions for requests for new or replacement faculty or staff positions are based on the programmatic priorities adopted for each unit.
* With limited resources, the College has been able to relocate facilities for faculty art studios and for painting instruction into the Arts Administration Building (consolidation in the ‘arts district’). This eliminated substandard and, in one case, off-campus facilities.
* The College is pursuing a corporate sponsor/partner to assist in the relocation of the video production studio from Lucas Hall to the Arts Administration Building. If successful, this project will be addressed during FY2013 and will serve as a complement to new programmatic areas connected with Grand Center.
* Additionally, conceptual design work has been developed to renovate and re-purpose the Whitaker Room in the Touhill to expand instructional and performance capacity and versatility. The funding for this project will require campus and donor funds. Implementation is dependent on funding but is projected for 1-2 years.
* The College has participated actively in the design and construction of the new campus facility in Grand Center. This will allow programmatic expansion into the emerging media technologies as well as instructional support for existing programs, esp. graphic design. This program will be led by a new faculty member who holds joint academic appointment in Media Studies and Studio Art. The curriculum will serve interdisciplinary needs within the College and for other campus programs. Presence in Grand Center will facilitate stronger collaborative relationships between the campus and the Grand Center partners and will serve as a creative hub for new/emerging media technologies on campus and in the professional community.
* The Department of Communication is a participating discipline in the new all-online BLS degree program.
* The Department of Music was fully re-accredited by the National Association of Schools of Music in 2010. Both the Art/Art History Department and the Theater and Dance Department are assessing the criteria and standards for parallel accreditations and anticipate applying for accreditation in future years.
* Through the University Advancement vetting process, the College has established a goal to increase the active membership of the College Leadership Council from <10 to 15-18 (thereby increasing the financial capacity to give and raise funds on behalf of the College) by FY15. This capacity was further enhanced in January 2012 by the naming of a development director dedicated solely to the needs and opportunities of the College (inclusive of the Touhill).

**Other Comments**

If desired, include additional comments about program.