

Western Illinois University
Division of Academic Affairs
COLLEGE OF FINE ARTS AND COMMUNICATION

Consolidated Annual Report, Planning Document and Budget Request

Reports Due to Provost and Academic Vice President

Curriculum

- Formally implement the Graphic Design Major in Art (HVHE Goal 1 - Action 1 & 4)
- Implement Broadcasting/Sports Management Program (HVHE Goal 1 - Action 1 & 4)
- Increase COMM 241 offerings for all students (HVHE Goal 3 - Action 1)
- Explore College-wide Arts Administration Program BA/MA (HVHE Goal 1 - Action 1, 4 & 5)
- Begin exploring conversion of expanding dance minor to major with new CPA facilities (HVHE Goal 1 - Action 1/Goal 2 - Action 4)
- Continue to support COFAC growth in the Honors Program (HVHE Goal 1 - Action 4/Goal 2 - Action 1)

Faculty/Staff

- Broadcasting - Unit B position-Production (HVHE Goal 2 - Action 1-5)
- Communication - Stabilize budget for Graduate Teaching Assistants (HVHE Goal 2 - Action 1-5)
- Communication Sciences and Disorders - Hire PhD level Unit A faculty Member (HVHE Goal 2 - Action 1-5)
- Museum Studies - Establish a half-time Unit B position (HVHE Goal 2 - Action 1-5)
- Music - Tenure Track position in Voice (HVHE Goal 2 - Action 1-5)
- Music - Tenure Track position in Music Business (HVHE Goal 2 - Action 1-5)
- Theatre & Dance - Conduct national search for replacement, full-time tenure track Lighting Designer (HVHE Goal 2 - Action 1-5)
- Theatre & Dance - Increase half-time Unit B position in Dance to full-time Unit B (HVHE Goal 2 - Action 1-5)
- Initiate search for Facilities Manager/Production Manager for Center for Performing Arts (HVHE Goal 2 - Action 1-5)

Facilities

- Funding Release/Ground Breaking for Center for Performing Arts (HVHE Goal 3 - Action 4/Goal 4 - Action 3 & 4)
- Create a feasibility study for Art Gallery renovations (HVHE Goal 3 - Action 4/Goal 4 - Action 3 & 4)
- Complete WIU Tactical Renovation Plan with Facilities Management (HVHE Goal 2 - Action 1/Goal 3 - Action 4/Goal 4 - Action 3 & 4)
- Broadcasting conversion to HD in studio and production truck (HVHE Goal 2 - Action 1/Goal 3 - Action 4)
- Continue purchase of Wenger Practice Modules for Music to reside in Sallee Hall (HVHE Goal 2 - Action 1/Goal 3 - Action 4)

Resources

- Revise and expand web presence for COFAC (HVHE Goal 6 - Action 2)
- Explore a marketing plan for Museum Studies (HVHE Goal 2 - Action 1)
- Create a COFAC Computer Rotation Plan (HVHE Goal 2 - Action 5)
- Increase Broadcasting Partnerships and outreach initiatives (HVHE Goal 4 - Action 3/Goal 5 - Action 1)
- Implement fundraising plan with CPA Construction (HVHE Goal 5 - Action 3)
- Finalize Agreement with Knox College and TSPR (HVHE Goal 5 - Action 3)

- List the most important divisional accomplishments for FY14 and document how these accomplishments support the goals and objectives of the University, including specific Strategic Plan accomplishments. List the accomplishments based on the below goal areas. Divisions may indicate "not applicable" or "none" under a goal area as appropriate.

- Enhanced Culture for Teaching and Learning

- Maintain rigor and high academic standards

- Art continues to carryout its academic vision and provide instruction in a manner that encourages students to develop their creative, intellectual, and technical abilities as artists, scholars, and teachers. High profile projects like the WPA Exhibit in conjunction with the Figge Museum of Art and the Rocky on Parade Public Art Project contributed to the reputation and success of the program and the University. Art was also able to upgrade the University Art Gallery and re-open the second floor gallery.

- Broadcasting continues to provide rigorous, high quality educational programs to a diverse student population, while providing services to the entire region. Broadcasting was able through the support of many to renovate and upgrade the control studio to a state-of-the-art High Definition studio. Sports Broadcasting was honored by being named a Signature Program at WIU.

Communication fosters a high quality and critical learning environment for faculty and students. The department is working to increase the number of majors at both the Macomb and QC campuses and saw modest growth in both areas.

Communication Sciences and Disorders continues to upgrade facilities and the speech-language clinic. The department is also working to revise its graduate curriculum.

Music is dedicated to developing technically proficient and artistically expressive musicians at the undergraduate and graduate levels as well as students trained in music therapy, education and business. Music has committed considerable resources to increased recruiting and retention.

Theatre and Dance continues to expand recruitment efforts by attending state high school theatre festivals in Illinois, Iowa, and Wisconsin. The department has also implemented a three-year recruitment rotation for the MFA acting and directing programs. Musical Theatre was honored by being named a Signature Program at WIU.

Support scholarly/professional activity

The Wayne N. Thompson Endowment allows for the designation of one faculty member as the recipient of the Thompson Professorship. This individual receives research and travel support. CSD subsidized faculty travel with non-

By the end of this academic year the department will cover 200+ sporting events for WIUTV3, WIUS-FM, and RockyVision. In the fall, Broadcasting also produced a weekly football coach's show. Abbreviated versions of home football games and the weekly football coach's show aired in the Quad Cities. In addition, the department produced an interview show with all WIU athletic coaches featured each week called "Inside Leatherneck Athletics."

- In radio, WIUS-FM is on the air with announcers from 6 a.m. to 2 a.m. Monday through Friday morning and weekends, noon to 2 a.m. Unmanned hours are automated. The radio students voice-track the automated hours. In sports, WIUS-FM carries all football games (home and away), all men's and women's basketball (home and away), home baseball and all softball games, all volleyball games and home soccer games. WIUS-FM continues to be the flagship station for all Western sports. Macomb Bombers football, soccer, volleyball, and basketball games are aired on a tape-delayed basis. Broadcasting hosted the Youth Leadership Academy students from Macomb High School. Broadcasting hosted faculty and students from Lyons Township high school in the fall semester. The department offers three general education courses to the university at large. One course is a humanities course cross-listed with English, one is a B-List humanities course and one course is a multi-cultural course. BC 323 and BC 328 are also available online.

In the area of curriculum, the faculty have designed a sports production emphasis and sports production minor. The sports production emphasis has significantly increased the amount of programming done by our students. Intercollegiate sports are divided into two tiers. Tier one will include football, men's and women's basketball, and softball. Tier two will include volleyball, men's and women's soccer, and baseball. Students have the opportunity to learn to cover a wider range of sports.

The first sports broadcasting students have been accepted into the 4+1 Integrated Bachelors/Masters program with Kinesiology.

Communication

The Department of Communication undergraduate program currently has 298 majors (261 in Macomb; 37 in the QC) and 131 minors (94 in Macomb; 37 in the QC). The graduate program has 21 students actively engaged in coursework.

The department has 13 tenure-track/tenured faculty; 7 associate faculty; 1 ASP (Undergraduate advisor); and 2 staff members. The major and the minors are available at both the Macomb and Quad Cities campuses.

One means whereby to measure productivity is by professional activity output. In FY 2014, Communication faculty published 24 journal articles and/or book chapters and presented/will present 28 confere

BUDGET YEAR
Fiscal Year 2015

Major Objectives and Productivity Measures for FY15

1. List the most important goals and objectives the division will pursue in FY15, and how these actions will be measured/assessed.

The College of Fine Arts and Communication continues to:

Support the *Higher Values in Higher Education*, the Vision, and Mission of Western Illinois University and the College of Fine Arts and Communication

Establish an academic environment and to teach in a manner that encourages students to develop their creative, intellectual, and technical potential in the visual and communication arts

Encourage and reward continued faculty growth as scholars, artists and teachers

Continued support for University-Wide Strategic planning initiatives

Create and implement a new Strategic Vision for the College of Fine Arts

Provide unconditional support for courses of study and career pursuits in the fields of fine and performing arts, communication and related humanities

Recruiting/Retention

Immediate Funding Release for the Center for Performing Arts (HVHE Goal 3)

Continue to support COFAC growth in the Honors Program (HVHE Goal 1 - Action 4/Goal 2 - Action 1) [Short-term]

Offer Art-Graphic Design Course in QC for Fall 2014 or Spring 2015 (HVHE Goal 1 – Action 2, 4, 5)
[Short-term]

Faculty/Staff

Theatre and Dance – Graduate Assistant Accompanist (Goal 2 – Action 1-3/Goal 3 – Action 1 & 2)
[Short-term]

Music - Tenure Track position in Voice (HVHE Goal 2 - Action 1-4) [Short-term]

Communication - Expand graduate teaching assistants (HVHE Goal 2 - Action 1-4) [Short-term]

Museum Studies – Convert current Unit B position to Unit A (HVHE Goal 1-Action 1/Goal 2 -
Action 1-5) [Short/mid-term]

University Art Gallery – Graduate Assistant (HVHE Goal 2 - Action 1-4) [Short-term]

Full-time Music Therapy Clinical Trainer (HVHE Goal 2 – Action 1-3/Goal 3 – Action 1 & 2)
[Short-term]

Theatre & Dance – Unit A Applied Voice position (HVHE Goal 2 - Action 1-4) [Short-term]

Broadcasting – Equipment Attendant (HVHE Goal 2 -

Re-negotiate Sports Broadcasting partnership with Athletics (HVHE Goal 4 – Action 3/Goal 5 – Action 1) [Immediate-term]

Implement fundraising plan with CPA Construction (HVHE Goal 5 – Action 3) [With funding release]

Finalize Burlington Transmitter Acquisition with TSPR (HVHE Goal 5 – Action 3) [Short-term]

2. Of the objectives identified above, please indicate which are directly related to Strategic Plan action items. All College objectives directly link to the WIU Higher Values, Higher Learning, University Strategic Planning initiatives and COFAC Strategic Vision.
See Above
3. For Strategic Plan action items noted above, indicate whether you intend to have the action completed in the short-term (next 12 months), mid-term (2-4 years), or long term (5+ years).
See Above

Technology Goals and Objectives

1. List the most important technological goals and objectives the division will pursue in FY14, and how these will be measured/assessed.

COFAC Computer Rotation Plan – Complete study by end of 2014 to create a long-range plan for providing up-to-date computer technology to the College.

Measured through successful creation of a workable College/Department program plan. [Short-term]

BROADCASTING conversion to HD Technology – Technology effort necessary to keep one of the signature programs at this institution on the cutting edge. HD studio portion completed Fall 2014

Measured through stepped implementation plan. [Short/mid-term]

COFAC Computer Classroom Initiative – Create state of the art technology classrooms across the College.

Measured through stepped implementation plan and successful creation of at least one lab across the College. [Mid-term]

Social Media Initiative – Increasing information and communication capabilities to current and prospective students, faculty and staff.

**Measured through data collection on increased contacts, recruiting and retention. [Short-term]*

ART Graphic Design – Expand Graphic Design technology with establishment of Graphic Design major.

**Measured through successful implementation of the Graphic Design Program. [Short-term]*

CSD Electronic Medical Records Software – Required by federal government

- One part-time position in Communication

Will you be asking for new programs or offerings in the Quad Cities next year? Will you be offering fewer programs or courses next year (if so, explain why)?

COFAC hopes to expand Art-Graphic Design and is exploring additional options for 2015 in Theatre as well.

Summarize your short-term (2-4 years) and long-term (5 years or more) plans for Quad Cities in your unit (if applicable).

- Expansion of Communication Major - [Short/mid-term]
- Expand MST faculty in order to grow program beyond current levels - [Short-term]
- Explore Art/Graphic Design as a major in QC - [Mid/long-term]

Explain additional resources (grants, foundation, etc.) derived from or located in the Quad Cities.

Not Applicable

New Funding Requests

1. New Academic Degree/Option/Certificate/Concentration Development Requests

ATTACHMENT B Request for New Academic Degree/Option/Certificate/Concentration Development | FY15
ATTACHMENT C Budget Request | New Operating/Base Resources | FY15
ATTACHMENT D Budget Request | Facilities over \$100,000/New Operating/0.3% Time/ETBT/F24FY15