

College of Fine Arts and Communication

The Department of Speech Pathology and Audiology (ne' CSD)

Hired an Audiology Clinic Coordinator to take over managing the clinic and teach audiology undergraduate courses

Hired two clinical instructors who are teaching at the undergraduate and graduate level in their areas of expertise

The School of Music

Continues to monitor its curriculum and requirements in relation to the National Association of Schools of Music standards. Additionally, the music unit assesses student accomplishment and success and compares our programs with our Benchmark and Aspire To list of institutions

The Department of Theatre and Dance

Continues their

T&D/ENG on a guest artist workshop this spring, featuring two young playwrights from the Black Rep Theatre in St. Louis

Museum Studies has worked with ART, RPTA, Anthropology and History to explore new and existing course opportunities for students

c. Continued focus on the Centennial Honors College

The College of Fine Arts and Communication has been a longstanding partner with the Centennial Honors College. We have dedicated resources and faculty to create an Honors sequence of courses that work to challenge our honors students. All eligible Honors students are regularly encouraged to participate in the Centennial Honors College.

All COFAC Faculty and students are actively encouraged to participate in Undergraduate Research Day

Departments in COFAC continue to collaborate on the COFAC Honors Curriculum. Each department has at least one representative who, for the last four years, has been making strides to improve the visibility of the Honors College within the college.

COFAC sponsors an Honors Reception each year for our students.

COFAC supports financially, our Honors Course field trip.

Department of Art faculty continue to propose and teach General Honors courses.

ART Faculty also work with honors students to complete requirements as well as encourage these students to participate in Undergraduate Research Day activities.

BCJ faculty participate in the COFAC honors program and teach honors classes on the College rotation.

BCJ Faculty also work with honors students to complete requirements as well as encourage these students to participate in Undergraduate Research Day activities.

Two sections of COMM 241H were offered during the past fiscal year in support of the honors program.

COMM faculty regularly conduct in-class honors projects for Centennial Honors students, both in Macomb and in the Quad Cities.

hours with Department faculty.

In 2017, approximately 20 ART students participated in a media-related internship. We ask the students to take a picture at their internship in order to publicize it on our social media. We also had an internship promotion sign made that the students hold in a picture to promote that they have secured an internship.

BCJ students produce a live half-hour newscast Tuesday & Thursday during the fall and spring semesters that airs on WIUTV3. This is the only local television newscast in Macomb. Broadcasting students also produce a weekly newscast on WJSC-TV. In addition, the department produced radio programs for WIUS-FM.

BCJ covers approximately 220 sporting events for WIUTV3, WIUS-FM, and Leatherneck All-Access annually. Since 2015, our students have televised WIU athletic events for national distribution on ESPN3 via live stream. Broadcasting also produced a weekly newscast on WJSC-TV. In addition, the department produced radio programs for WIUS-FM.

In radio, WIUS-FM is on the air with live announcers from 6 a.m. to 2 a.m. Monday through Saturday morning. Weekends, noon to 2 a.m. Unstaffed hours are automated. The radio students voice-track the automated hours. Students produce three newscasts/day Monday & Friday. In sports, WIUS-FM carries home football games, basketball games, and home volleyball games live. Macomb Bombers football, soccer, volleyball, basketball, and baseball games are aired on a tape-delayed basis on WIUTV3 and streamed live on the High School Sports network.

BCJ host the Youth Leadership Organization students from Macomb High School.

BCJ personnel give tours for scout groups, elementary school groups.

BCJ personnel speak to public school groups about broadcasting.

COMM Internships are regularly promoted within the department. ACEs are assigned to an Internship Coordinator, who does an excellent job of coordinating and promoting internship opportunities that would be of interest to the department.

Several COMM courses engage in service learning opportunities during the course of the year at both the undergraduate and graduate levels.

SPA On-Campus (WIU CLINIC):

Speech-Language On-Campus:

25 diagnostics

40 clients

Weekly Stroke Support Group

Audiology Clinic On-campus:

244 patients fall 2017

Off-Campus (WIU CLINIC)

SPA provides speech-language services off-campus at:

Skilled Nursing Facilities

Elms

Wesley Village

Day Program for Adults with Intellectual Disabilities

Bridgeway

Public School Districts

Macomb School District

West Prairie School District

Adaptive Physical Education (APE): children with severe communication disabilities from the West Prairie School District come to Brophy Hall for a morning of physical education activities that are adapted to meet their abilities.

Screening Services (WIU):

Screened 70 pediatric and adult residents of The Renaissance Center in Canton, Illinois. These residents are severely impaired and nonverbal.

Nanchung University as a visiting professor in the fall 2017 semester.
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T&D encourages students to participate in both the Undergraduate Research Day, Graduate Research Day, as well as to apply for research funding from WIU. In past years graduate students were awarded funding through the Visiting Lecturer program, and the WIU Graduate Research Conference program.

Last year Performance Presentations Winners were all from T&D:

1st Place - Jason Shores (Theatre: Acting) and Monica Tate (Theatre: Acting) "Composing Theatrical Stories Informed from the Reduced and Essential Elements of Source Material 'Metropolis'"

2nd Place - Jeff Allen Young (Theatre Performance/Acting) and Brett John Olson (MFA Theatre) "Holistic Acting Training, and its Application to the Irene Ryan Acting Scholarship"

MST Students presented at 2017 Museum Conferences and will again in 2018

MST Students will present at WIU QC Research Symposium

g. Support scholarly/professional activity for faculty

ART provides as much support as possible for faculty participation in presentations, workshops, conferences, and exhibitions

BCJ Faculty are supported with travel funds when money is available.

COMM provided funding to a faculty member to support professional growth opportunities through the Grice Endowment.

COMM funded sending their academic advisor to NACADA, the national conference for advising professionals, where she received a national award for advising excellence.

The Wayne N. Thompson Endowment in COMM allows for the designation of one faculty member per year as the recipient of the Thompson Professorship. This individual receives research and travel support, including a one course reduction in teaching load to facilitate his/her program of research as well as funding for travel

SPA funded attendance at the CAPCSD conference. This conference is vital to programing and information related to changes with ASHA, CAA, Medicare/Medicaid and other SPA necessities.

SPA Clinic funds are regularly utilized for attending ISHA and other conferences necessary for licensure and programming.

SOM Support is provided as budgets allow. Faculty are encouraged to pursue the newly reinstated Provost Travel Award to support their scholarly endeavors.

T&D provides support for faculty and student participation, panel/paper presentations, workshops and performances for National Association of Schools of Theatre annual meeting, Kennedy Center American College Dance Festival and Kennedy Center/American College Theatre Festival (KC/ACTF), and the United States Institute for Theatre Technology (USITT)

MST Attends state, regional and national conferences

2. Fiscal Responsibility and Accountability

The College of Fine Arts and Communication understands the financial necessities of the times. We collaborate fully with the university in an effort to be fiscally responsible and continue to maintain Excellence and student needs as our priority.

Through retirements, resignations and restructuring COFAC has cut positions and returned approximately \$4,000,000 to the personnel budget in permanent and one-time cuts since 2015-2016.

ART continually looking for ways to reduce the costs of material and studio costs through reusing and recycling materials as well as refurbishing, restoring, or acquiring donated tools and equipment.

ART Student groups have developed several fundraising events to help support student Art Sale, held during finals week every semester, has become a popular and anticipated event with a percentage of proceeds going to support department and student activities. The Kappa Pi ART Honors Society also holds several fundraising events as well as charitable events each year

BCJ looks for ways to use social media to recruit students and save money on paper and postage

BCJ utilizes Skype to bring in numerous guest lecturers and visitors for students each semester.

SPA We will continue to utilize clinic funds to alleviate whatever burden from our appropriated budget that is possible for facilitating faculty and students

SOM has been removing phones from faculty offices, eliminating faculty travel support, eliminating faculty computer upgrades, nearly eliminating equipment and instrument upgrades and purchase, restricting use of the photocopy machine, and severely curtailing any and all expenses. Ensemble tours have been cut short/rescheduled and recital programs are now being printed on lesser quality paper.

T&D is constantly looking for ways to cut our production costs. Our production budget productions to keep construction expenses to a minimum.

T&D has reduced the amount of money spent on guest artists. We try to book guest artists who live in Illinois or the Midwest. And we try to find those who are willing to visit/teach (especially those with a connection to the program) for free to keep expenses down.

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a. Identify further costs savings to meet challenges in the FY18 and FY19 budgets

The College of Fine Arts and Communication continually scrutinizes all budgets for savings opportunities while striving to maintain excellence that is at the core of the College mission. Through partnerships, collaborations with external stakeholders, a strong investment in fundraising and friend raising as well as an investment in our community, enable the college to increase operations in many areas with little to no new capital investments. The College continually works in cooperation with the WIU Foundation to showcase the talents of the College and the University at numerous events and happenings in the region.

b. Identify alternative funding sources

The WIU Speech-Language Hearing Clinic operates as a fee-for-service clinic. Although we bill on a sliding scale, these fees are instrumental in offsetting costs from the appropriated budget

The WIU Speech-Language Hearing Clinic is currently contracting with two school districts to provide their speech services: Macomb School District and West Prairie. Currently working on a contract for Vermont, Industry, and Table Grove (VIT) that will begin August 2018.

Recently negotiated a two-year contract with Macomb Schools to service Edison Elementary

Recently negotiated a two-year contract with West Prairie North to service their students

New agreement to service VIT beginning Fall 2018 (two-year contract).
(This contract is currently in progress)

The money we earn from these contract services is instrumental in starting our Summer Language Camp (i.e., developing Sensory
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School of Music

The Steinway Project ó WIU to become an ALL STEINWAY SCHOOL
Practice Room Upgrades and retrogrades
Improved sound dampening across all spaces

Department of Theatre & Dance

Undergraduate Scholarships & Graduate Assistant Scholarships
Funds to send students to KCACTF

Museum Studies

Funds to help students travel to conferences
Student Scholarships

3. Enhance Academic Affairs Role in Enrollment Management and Student Success

The College of Fine Arts and Communication revises and updates our RECRUITMENT AND RETENTION PLAN and our COUNSELORS PROGRAM GUIDE on an annual basis. We are committed to the success of University goals and strategies for recruiting, retention and persistence and work diligently in efforts to achieve these goals.

a. Review undergraduate, graduate, and international recruitment plans for each department/school

ART participated in numerous recruitment events including:
IHSAE (Illinois High School Art Exhibition) Chicago, IL
Annual HS Portfolio Day, Figge Museum of Art, Davenport, IA
SGC (Southern Graphic Council) Atlanta, GA
Naperville North HS Portfolio Review, Naperville, IL

ART organized and hosted our first *Annual High School Juried Exhibition* and studio workshops

ART presentlic-2(o)-5(u)-2-a(u)6(d)-5(i)-2 ou1(o)-17(3(f)8(air)(io)-4()-14(w)23(o)-5(r)-15(k)6(s)-8

Target Group #1: New Freshmen

Target Group #4: Current Majors

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The primary means for doing this will be to increase the number of students attending Communication Student Society events and functions, and to increase membership and participation in CSS.

(2) Maintain updated website information.

(3) Maintain a dynamic and evolving social media presence (i.e., Facebook, LinkedIn, and Twitter).

The recruitment plan for graduate students includes:

(1) Career Preparation Day (September): We will add a one-hour program discussing our graduate program that operates in tandem with the general graduate program presentation that we conduct. The Graduate Coordinator will be responsible for being present, answering any questions about the program, taking a list of potentially interested students, and conducting follow up with prospective students.

(2) Graduate Program Expo (October/February): The Department of Communication Faculty will maintain a presence at the Graduate Program Expo. Typically, the presence here will be conducted on a rotation.

(3) Advertising: The Department of Communication will seek to promote the program through advertisements, including the development/maintenance of its current profile on the NCA website.

COMM does not currently engage in international recruiting for the undergraduate program.

Illinois Thespians Festival

LINK Graduate Theatre Recruiting Festival in Atlanta GA.

We offer overnight campus visits to any interested Theatre/Musical Theatre major.
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Theatre/Musical

d. Increase outreach efforts with prospective students

Vjg"Eqmng i gøu"jki jn{"fgvailed recruitment plan offers a more in-depth view of all the recruiting events and opportunities across every department and area. It is attached to this report. A few highlights include:

ART utilizes *MailChimp* vq"cuuku"kp"vjg"rtq o qvkqp"qh"vjg"Fgrctv o gpvøu"uvwfgpvu." alumni, faculty, facilities, and academic offerings to accepted and prospective students.

As part of their service hours, current ART students are texting prospective students in an effort to make connections, offer information, and promote the Department of Art from a student prospective.

SPA continues to invite students who have been accepted to our SPA Day. We schedule our spring SPA Day with Discover Western (Feb. 19th). We give tour of the facilities, undergrad advisor discusses program with the students and parents, hands-on activities in the hearing booth and in speech clinic. Current UGs go to lunch with prospective students to answer questions.

SPA graduate assistants are calling the accepted freshman and personally inviting them to come to our event. These students also developed invites that they mailed to prospective students as well as emailed

The SPA Program Director and the department secretary send emails and notices of events to prospects on a weekly basis. Additional information is also sent to these individuals as requested.

DEL"eqpvkpwgu"vq"qhgt"øDtqc fecuvkpi "cpf"Lqwtpcaku o "Fc{uö"fwtkpi "Fkueqxtg" Western events that land on Mondays. We contact prospective students via email and social media. We follow up with postcards. When students are accepted, we send each prospect a link to a personalized video about the department. We invite high school classes and community college programs to visit our facilities. We offer to go to media-related classes at these schools and provide feedback on their productions. We partner with WGEM-TV in Quincy, Illinois and help produce live broadcasts of the Quincy High/Quincy Notre Dame high school football and basketball games. In late December 2017, faculty and students helped produce a live stream of the Macomb Western Holiday Tournament and promoted the department during the three-day event.

Vjg"Fgrctv o gpv"qh"Vjgcvtg"cpf"Fcpeg"jqnfu"qpeg"cu"ug o guvgt"øvgzv-a-vj qpuö"y jgtg" current students meet in our Green Room on one Saturday and text prospective students. Current students text greetings from WIU T&D and ask if the prospective has questions. We have found that once contact is made through text the prospective students continue to communicate with the current students.

Vjg"Fgrctv o gpv"qh"Vjgcvtg"cpf"Fcpeg"ku"ewttgpn{"ugpfkpi"ørtqfwevkqp"rquv"ectfuö" for each of our spring productions to prospective students. Prospects in our area will receive a piece of mail from us with an engaging photo on the front every week for the remainder of the semester

e. Enhance access, equity, and multicultural initiatives for entire campus community

ART welcomes all people with the belief that a strong community is one that encourages, explores, respects, and values the diversity that comprises the human race.

ART encourages all faculty and students to explore, express, and share their beliefs, origins, and individuality through their artwork

BCJ supports all efforts on campus to expand and support a more diverse institution.

COMM supports all diversity initiatives. Media and fliers promoting these goals are publically posted and shared with faculty and students, both on campus and through department social media accounts.

SOM works through expanded

Graduating ART students have been accepted to and received full-ride or partial scholarships to nationally recognized Master of Fine Arts programs.

ART students have received prestigious grants, awards, and fellowships and are represented by nationally and internationally known galleries.

All of the ART Teacher Education students graduating Spring of 2017 were hired as art teachers for the Fall 2017 academic year

In 2017, Broadcasting had approximately 162 majors and 18 broadcasting minors and 13 sports broadcasting minors. Journalism had approximately 33 majors and 51 minors.

With the merger of Journalism, the department has 9 faculty and two staff that continue their strong commitment to their profession.

BCJ Faculty and students continue to produce podcasts and videos that are streamed on our website, as well as on our Facebook and YouTube sites.

BCJ is an award-

following activities and events.

1. University and Community Audience:
 - a. Faculty Recital Series

note that, in Spring 2015, UDT had 22 company members. Since Fall 2015, we have had between 40-46 members each semester.

52% of Theatre and Dance students were working in theatre (either professionally or doing internships) this past summer.

Musical Theatre has a 100% retention rate.

T&D will host the 14th Annual Central Illinois Stage Combat Workshop on the WIU Campus in May 2018

D. Describe how the division used any of the following categories of funds to enhance accomplishments and productivity:

1. Western Illinois Foundation funds

COFAC has raised funding to bring summer theatre back to the region through SummerStage with our inaugural production summer 2018 of *Joseph and the Amazing Technicolor Dreamcoat*, open for community and university members alike.

All College units utilize Foundation funds for recruitment and retention throughout the year
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event First Wednesday.

ART received a \$2,061 PAS Grant to support the Art Teacher Education Community Youth Art Program.

BCJ utilizes foundation fees for recruitment and other departmental initiatives including student scholarships.

COMM utilizes the Wayne N. Thompson endowment to support funding for graduate and undergraduate student scholar awards, graduate assistantships, a faculty fellowship, and an invited scholar presentation each academic year.

Grice Endowment funds were used to provide a faculty member funding to pursue professional growth opportunities to enhance his classroom effectiveness.

The Department of Art received \$25,650 in talent grants and \$44,000 in tuition waivers. These funds are used to recruit and retain students in art studio, graphic design, and teacher education.

SOM utilizes Ticket receipts and registration fees from concerts and festivals, Summer Music Institute fees, Community Music School and Fine Arts fees to support the school mission.

University Dance Theatre Arts Fee and University Theatre Arts Fee are used to pay for guest artists, travel to ACDA, two dance concerts, finance the mainstage and studio seasons (18-20 productions a year). Theatre received \$100,00 in Fine Arts Fee monies and Dance received \$14,000 in Fine Arts Fee monies.

Theatre received \$30,733 in talent grants and \$37,672 in tuition waivers. Dance received \$13,843 in talent grants and \$25,000 in tuition waivers. These monies are used to recruit and retain students in the theatre, musical theatre, and dance programs.

Ticket sales income is approximately \$9,000 and is used to help finance travel for students

SPA relies heavily on our local funds (i.e., Speech Clinic Account and Hearing Clinic Account) to support our clinical education needs as well as provide support to our students and faculty. Some of the things that funds were used for:

- equipment
- conferences
- research participants
- accreditation fees
- therapy
- cleaning supplies

3. Grants, contracts, or local funds

4. Internal Reallocations: For reallocations over \$20,000, identify the amount, area that was reallocated from, and the priority that funds supported.
N/A
5. Other fund sources

E. For the calendar year January 1, 2017, to December 31, 2017, provide the total number of scholarly/professional activities in your area for the following categories:

BOOKS	CHAPTERS / MONOGRAPHS / REFEREED ARTICLES	DOMESTIC/ INTERNATIONAL CREATIVE ACTIVITIES		DOMESTIC/ INTERNATIONAL CONFERENCE PRESENTATIONS	
		Dom.		Dom.	
5	38	507	27	65	23

II. Budget Enhancement Outcomes for FY18

For each budget enhancement received in FY18 (temporary or permanent) (i.e., 1% give back, end of year money) complete an accountability report form. Be specific about approved productivity measures.

III. Reductions for FY18

A. Discuss staffing and operational reductions implemented during FY18.

2 Interim Chair position (ART & SPA)

6 Unit A positions returned to Academic Affairs

1 Unit B position returned to Academic Affairs

6 Positions A/B unfilled for the academic year

25% Appropriated Budget returned to Administrative Affairs

B. In response to Item A (above), include the dollar amount for these reductions and whether the reductions result in one-time or continued savings.

One Time Savings = \$522,639.00

Increase fully endowed scholarships

Exploration of externally funded support.

Increase funding and sponsorship for COFAC events

Increased emphasis on external grants and fundraising for equipment needs

3. Summarize long-term external funding goals that extend beyond FY19.

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Increased sponsorship of numerous college presentation/performances

Student Scholarships

Fundraising for unfunded portions of Center for Performing Arts

4. Develop indicators to track attainment of goals.

Indicators included in Annual College Resource Plan

VII. Internal Reallocations and Reorganizations

VIII. Reductions for FY19

- A. Discuss planned staffing and operational reductions for FY19.

COFAC looks at all staffing needs, resources and opportunities for realignment at all times

- B. In response to Item A (above) include the dollar amount for these reductions and whether the reductions result in one-time or continued savings.

Reductions and reallocations will come in the form of budget cuts, furloughs and/or retirements. We do not have a firm idea of amounts at this time. At present, COFAC will have approximately \$392,000.00 in salary savings/reallocation for the 2018-2019 academic year

IX. New Operating Resources

- A. Identify, in priority order, requests for additional operating funding in spreadsheet provided on the Rtqxquvøu"ygd"ukvg.

- B. On this spreadsheet, please be sure to indicate whether you are seeking one-time or continuous funding. If you are seeking continuous funding, identify whether it is for a period of years or a permanent base increase.

- C. Complete an *FY19 Budget Request Form* hqt"gcej"tgswguv"nkuvgf"kp"õCö0

X.