

Department of Communication Studies
College of Humanities and Social Sciences
Louisiana State University
Strategic Plan

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MISSION

The Department of Communication Studies provides graduate and undergraduate education in rhetoric, performance studies, and communication theory while advancing knowledge in those areas and providing service to our discipline and community. We strive to cultivate an intellectual community that is pluralistic in approach but shares a commitment to communication as a humane, critical, and innovative practice.

VISION

The Department of Communication Studies will be nationally recognized for its teaching, research, and service in rhetoric, performance studies, and communication theory.

GOALS

The Department of Communication Studies shares the goals of Louisiana State University:

- **Discovery:** Expand discovery through transformative research and creative activities addressing contemporary and enduring issues that shape the way we live in the world.
- **Learning:** Enhance a faculty-led and student-centered learning environment that develops engaged citizens and enlightened leaders.
- **Diversity:** Strengthen the intellectual environment by broadening the cultural diversity of the LSU community.
- **Engagement:** Promote engagement of faculty, staff, and students in the transformation of communities.

TRANSFORMATION

With these goals, the department transforms lives by:

- advancing a climate of **discovery** that improves lives and helps promote the well-being and vitality of society.
- inspiring students to be passionate about **learning** and intellectually self-reliant.
- fostering cultural and intellectual **diversity** that enriches our community
- encouraging service through civic **engagement** and social responsibility.

GOALS WITH PERFORMANCE INDICATORS

I. Discovery: Expand discovery through transformative research and creative activities addressing contemporary and enduring issues that shape the way we live in the world.

A. Maintain or increase research by the graduate, tenure-track faculty

- *Number of journal articles in communication and/or ISI journals (meet or exceed the average for communication)*
- *Book chapters in scholarly books (comparable to articles)*
- *Books (scholarly; comparable to 5 articles)*
- *Convention participation (average at least one presentation per faculty member per year)*
- *Major shows directed by faculty (at least one every two years)*
- *Awards or other recognition (one nomination per year)*
- *Number of tenure-track faculty (minimum of 12)*

Strategy: rewards for the most productive faculty; mentoring of junior faculty.

B. Maintain balance across the three areas of Rhetoric, Performance Studies, and Communication Theory

- *Distribution of faculty in Rhetoric, Performance Studies, and Communication Theory (no more than 40% in one area or fewer than 20% in one area)*
- *Distribution of graduate students in the areas (no more than 40% in one area or fewer than 20% in one area)*

Strategy: careful hiring decisions for faculty; a balanced committee to review graduate applications and make decisions concerning assistantships and awards.

C. Enhance research facilities

- *Staffing for HBB at .5 FTE or greater*
- *Up-to-date hardware or software for the Matchbox Interaction Lab*
- *A minimum of 13 fully functioning workstations in the computer lab (hardware and software)*

Strategy: negotiation with the Dean; external funding.

D. Continue guest lectures and internal and external programming

- *Gray Lecture in spring semester*
- *Visiting scholars and artists (at least 1 per calendar year)*
- *Number of research colloquies (at least 5 per year)*

- *Number of HBB shows per year (at least 4 per year)*
- *Use of the National Review Board (as needed for junior faculty)*

Strategy: Foundation and Arts Fee accounts dedicated to Gray Lecture and visiting scholars and artists; faculty commitment to research colloquies.

E. Maintain or expand external funding

- *Number of grant proposals (at least two proposals per year)*
- *Success of proposals (one or more projects with funding every year; total research expenditures)*
- *HBB funding (maintain student performing arts fee)*

Strategy: rewards for successful faculty; funding for performances.

II. Learning: Enhance a faculty-led and student-centered learning environment that develops engaged citizens and enlightened leaders

A. Improve graduate education.

- *GRE scores (average of 295+) and GPAs (3.00+) of incoming students*
- *Size of program (between 35 and 45 graduate students per 12 graduate faculty members)*
- *Distribution (at least 75% of the graduate students at the doctoral level)*
- *Completion of the program (graduate 6 students per year based on a rolling 4 year average).*
- *Number of professional development colloquia (at least two per semester)*
- *Percentage of students who complete the program within the time limits (60%)*
- *Research productivity of graduate students (85% should have a publication or conference presentation during their matriculation)*

Strategy: Monitor decisions by graduate advisor and selection committee; commitment by graduate faculty members; modeling by productive faculty and graduate students; development of research teams of faculty and graduate students

B. Improve undergraduate education in Communication Studies

- *Number of students pursuing majors (between 250 and 300)*
- *Completion (graduate at least 100 students per year)*
- *Departmental courses enhanced with service learning, honors, communication-intensive certification, a study abroad component, and those offered for residential colleges (at least 4 sections per year)*
- *Enhance retention and graduation rates (percentages)*
- *Offer sufficient number of credit hours in CMST courses (at least 8500 SCHs)*

- *Support university recruitment and admission efforts (contact all students interested in CMST; enrollment yield)*
- *Student use of Studio 151*

Strategy: Monitoring of sections available each semester; rewards for service-learning/honors/communication intensive/study abroad courses; advising for undergraduate majors.

III. Diversity: Strengthen the intellectual environment by broadening the cultural diversity of the LSU community.

- *Proportion of faculty from under-represented groups (goal of 20%)*
- *Proportion of graduate students from under-represented groups (goal of 20%)*
- *Proportion of undergraduate students from under-represented groups (goal of 20%)*
- *Offering CMST 3115 or CMST 3118 (at least once per year)*

Strategy: targeted hires for faculty; university enhancements for under-represented graduate students; attractive course offerings for under-represented undergraduates.

IV. Engagement: Promote engagement of faculty, staff, and students in the transformation of communities.

A. Maintain involvement in interdisciplinary programs

- *Number of faculty involved in interdisciplinary programs (at least 3)*
- *Number of interdisciplinary courses taught by CMST faculty (at least 2 per year)*

Strategy: conscious hiring decisions; commitment by the chair to assign faculty to interdisciplinary courses.

B. Provide service to communities on campus and in the region

- *Number of courses with Service-Learning (at least 2)*
- *Number of students with internships (at least 10).*
- *Number of students in the Organization for Communication Studies (OCS) and Lambda Pi Eta (a total of 25)*
- *Number of students on the Mixon Lyceum Debate and Forensics Program (at least 10)*
- *Number of debate and forensics tournaments attended (5 per year)*

Strategy: Departmental support for the undergraduate organization; graduate student and funding support for the speech and debate team. Encouragement of Service Learning and internships.

