

## SOC Strategic Plan-2018-2023

**Mission Statement:** The School of Communication will serve the local region, the Commonwealth of Virginia and the nation by educating students through a liberal arts curriculum that prepares them for a range of careers in the field of Communication. We strive to develop ethical communication professionals who think critically and communicate effectively in a variety of contexts using the latest technologies. The School promotes excellence in teaching, learning, service, research and creative works within and across academic and industry disciplines at undergraduate and graduate levels. A cornerstone of preparing students to communicate ethically and responsibly is the concept of free expression and valuing diversity of cultures, beliefs and thought.

Key Performance Indicator	Baseline	Target	Responsible Party	University Strategic Plan Alignment
<b>Goal 1</b> <b>The School of Communication will be a college leader in offering applied learning opportunities to students.</b>				
<p><b>1.a.</b> SOC will support the development of oral communication tutoring and support within the CHBS Writing Center.</p>	No program currently offered	Integrated tutoring and support within the Writing Center for oral communication assignments	School Director, Faculty	Academic Excellence and Research Goal 1: Radford University will be a leading institution of higher education in the Commonwealth of Virginia to produce students with a high level of applied learning capabilities for productive professional and personal lives.
<p><b>1.b.</b> SOC will develop and implement best practices for the recruitment and retention of faculty who are from diverse backgrounds.</p>	Currently, of 19 full-time faculty, 8 are female, 3 are of international origin, 1 LGBTQ representing.	Increase by 10% persons in under-represented groups.	School Director and Personnel Committee	Academic Excellence and Research Goal 1: Radford University will be a leading institution of higher education in the Commonwealth of Virginia to produce students with a high level of applied learning capabilities for productive professional and personal lives.
<p><b>1.c.</b> SOC will provide educational opportunities for students that help them learn creative problem-solving and reasoning skills through collaboration across degree programs and experiential/high- impact practices.</p>	The interdisciplinary Cinematic Art minor enrolls 30 students presently.	Expand the Cinematic Arts minor into an interdisciplinary major.	School Director, Faculty	Academic Excellence and Research Goal 1: Radford University will be a leading institution of higher education in the Commonwealth of Virginia to produce students with a high level of applied learning capabilities for productive professional and personal lives.
<p><b>1.d.</b> Increase student engagement in high-impact practice experiences within and beyond majors/programs and map faculty development to student outcomes, e.g., undergraduate research, community engagement, international education, internships, and capstone projects.</p>	Internships are required in two of our five concentrations.	Increase the number of concentrations requiring an internship and ensure every student has a capstone experience.	School Director, Curriculum Committee, Faculty	Academic Excellence and Research Goal 1: Radford University will be a leading institution of higher education in the Commonwealth of Virginia to produce students with a high level of applied learning capabilities for productive professional and personal lives.

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<b>Goal 2</b> The School of Communication will increase the number of transfer students.				
2.a. SOC will nurture its relationship with Wytheville Community College.	Transfer agreement signed in 2018.	Welcome at least 5 new transfers each year.	School Director, Faculty	Strategic Enrollment Growth Goal 4: Radford University will grow new transfer student headcount enrollment by three percent annually through the 2023-2024 academic year.
2.b. SOC will establish a transfer agreement in Cinematic Arts with Northern Virginia Community College.	First contact established with NVCC.	Build a transfer agreement around an interdisciplinary Cinematic Arts major.	School Director, Curriculum Committee	Strategic Enrollment Growth Goal 4: Radford University will grow new transfer student headcount enrollment by three percent annually through the 2023-2024 academic year.
2.c. SOC will grow graduate student headcount.	Presently the program enrollments hover around 20 students.	The goal would be to have a healthier number of around 30 students.	School Director, Graduate Committee	Strategic Enrollment Growth Goal 7: Radford University will grow graduate student headcount enrollment by three percent annually through the 2023-2024 academic year.

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<b>Goal 3</b> The School of Communication will enhance opportunities for student success.				
<b>Goal 3.a.</b> The SOC will increase the number of students engaged with research, scholarship and creative activities within and beyond the classroom.	No baseline	Hosting the Virginia Association of Communication Arts and Sciences in spring 2019 begins to build a culture of research curiosity.	School Director, Faculty	Student Success Goal 1: Radford University will assist students in becoming more independent, self-confident and effective learners who disseminate knowledge, innovate and solve problems creatively.
<b>Goal 3.b.</b> SOC Promote cultural programming (arts, international, diversity, etc.) that encourages students, faculty and staff to actively engage with and understand different cultural viewpoints.	Established exchange program with ISTC in Lille, France.	Send four students a year to France; explore possible relationship with university in China.	School Director, Faculty	Student Success Goal 2: Radford University will increase student engagement in both the social and academic arenas to enrich the Radford experience and increase student retention and success.
<b>Goal 3.c.</b> SOC will actively cultivate employer relationships across multiple industries.	Present internship base.	Expand pool of internship partners and campaigns courses clients.	School Director, Faculty	Student Success Goal 3: Goal 3: Radford University will intentionally lead students from their transition into Radford University through graduation toward their unique path in life.