



Comprehensive Program Review

University System of Georgia

CPR Report Submitted!

Thank you for submitting a Comprehensive Program Review Report. Below is the information you sent on June 30, 2003. *Please note* this is a temporary web page and cannot be bookmarked. You may wish to print this page for your records. You will also receive confirmation via email.

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- 5 **Institution:** Kennesaw State University
- 6 **Review Status:** Non-triggered Review
- 7 **Degree level:** Bachelors
- 8 **Degree acronym:** BS
- 9 **Degree/Major:** BS with a major in Communication
- 10 **CIP Code:** 09010100
- 11 **College,** College of Humanities & Social Sciences
School/Division:
- 12 **Department:** Department of Communication
- 13 **CPR Plan** Yes
followed:
- 14 **Future institutional** Expand and enhance
plans for program:
- 15 **Plan for resources** add
in this program:
- 16 **Supplemental file:** CPR Findings to BOR- Communication.doc
- 17 **File Type:** MS Word
- 18 **CPR Web Addr.:** www.kennesaw.edu/ie

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**CPR FINDINGS AND PLANS
FOR THE
B.S. WITH A MAJOR IN COMMUNICATION
AT KENNESAW STATE UNIVERSITY**

**MAJOR FINDINGS ON THE PROGRAM'S QUALITY, PRODUCTIVITY, &
VIABILITY**

The program's self-study and the University Program Review Council were in substantial agreement in their evaluation of the quality, productivity, and viability of the highly popular undergraduate program in communication. The program was judged to be strong in overall quality, very strong in overall productivity, and very viable. Nearly two-thirds of the quality indicators (9 of 15) were rated to be strong or very strong including curricular adherence to national standards (efforts are underway to obtain accreditation for the public relations track in the major), advising, preparation of graduates, diversity, endowments (for the Fowler Distinguished Chair and an associated Center for Public Journalism), student honors, success of graduates, stakeholder satisfaction, and responsiveness to changing market conditions--especially in organizational communication and public relations. The Council and the self-study cited opportunities for quality improvement in the size of the full-time faculty, adequacy of the physical facilities, operational budget, use of advanced instructional technology, scholarships and grants, program recognition, and establishment of a gateway for admission to the major program. Almost all of the productivity indicators (11 of 12) except student diversity were judged to be strong or very strong. The Council noted that the instructional productivity and cost effectiveness of the program was exemplary and led all other programs at KSU. The number of declared majors grow from 385 in Fall 1998 to 501 in Fall 2002 (a 30% increase), and the program's annual degree completions averaged 98 graduates per year for FY00, FY01, and FY02. Enrollments in upper division courses were very strong relative to other KSU programs. The efficiency and clarity of the program's curricular design facilitated an exceptionally high graduation rate, and the program was the third most productive of its type in degrees conferred annually in the USG. It was judged by the Council to have one of the strongest potentials for continued growth at KSU. The UPRC questioned the strategic and practical advisability of pursuing curricular expansion into video production in light of current faculty and facility constraints. An excellent and well-developed plan for the program's improvement was presented, but the Council observed that "the faculty seem to be operating in overdrive" and cannot manage additional growth and maintain quality without additional faculty and facilities. The UPRC also stated that "this faculty lives and breathes the KSU mission through its teaching excellence, commitment to application in student preparation, and incorporation of service learning," and should be given a high institutional priority for allocations of additional resources.

PLANS FOR IMPROVING THE PROGRAM'S QUALITY, PRODUCTIVITY, & VIABILITY

Some of the more notable plans for improvement include: solidifying new departmental leadership; hiring a dynamic faculty leader in public journalism for the Fowler Distinguished Chair; establishing gateway prerequisite requirements for formal admission to the undergraduate major; funding and filling additional full-time faculty positions; expanding partnerships with industry professionals in public relations, human resources, and the media; seeking the program's Advisory Council's assistance for expanded fundraising; managing constricted space allocations until the department is relocated in the soon-to-be-funded Social Science building; and developing post-baccalaureate certification programs for experienced professionals in the field.

NEW RECOURSE ALLOCATIONS FOR IMPROVEMENT

Kennesaw State's funding and expenditures per FTE student have been substantially below average throughout the university's relatively brief history. New funding and facilities have lagged KSU's exceptional rate of growth over the years. Consequently, the student/faculty ratio at KSU is exceptionally high, and the institution would need another 150 full-time faculty to reach the average of the other state and regional universities in the USG. In that context, there is substantial justification for enhancing most degree programs with additional investments in full-time faculty support. However, this review and its recommendations were completed in the context of a statewide and national economic downturn, significant budget cutbacks in the State's, the University System's, and KSU's operating budgets, and little prospect of KSU receiving special catch-up funding from state appropriations in the near term.

The Council recommended substantial new allocations of funding for faculty and facility expansion in support of this program. Funding for faculty expansion was expected to come from institutionally redirected and self-generated sources. Funding for KSU's new \$28 million Social Science Building was expected from earmarked legislation appropriations for capital projects. Expanded industry and donor support for the program was also anticipated in the future.

PLANS FOR INCREASING PROGRAM PRODUCTIVITY ABOVE THRESHOLD

Not applicable. This program was not triggered for special review by the System Office.