

UNIVERSITY OF WINDSOR
UNIVERSITY PROGRAM REVIEW (UPR)
REPORT ON: Communication, Media and Film
GRADUATE AND UNDERGRADUATE PROGRAMS
February 2018

EXECUTIVE SUMMARY

Review Preparation

In preparing this document, the Program Development Committee reviewed the following: Communication, Media and Film's (CMF) Self-Study (SS) (2015/2016), the report of the external reviewers (ER) (May 2017), the response from the Head (HR) (June 2017), and the response from the Dean (DR) (November 2017) to the above material. The external reviewers were: Dr. Susan Knabe, Faculty of Information and Media Studies, Western University, Dr. David Skinner, Department of Communication Studies, York University, and Dr. Vincent Georgie, Odette School of Business, University of Windsor.

Undergraduate and Graduate Programs

At the undergraduate level, the Department offers a Bachelor of Arts (General) in Communication, Media and Film, and a Bachelor of Arts (Honours) in Communication, Media and Film. Students also have the option of combining their Honours Communication, Media and Film major with a major from another discipline.

The Department also collaborates with other departments to offer a Combined Bachelor of Arts (Honours) in Digital Journalism and Communication, Media and Film, a Combined Bachelor of Arts (Honours) in Drama and Communication, Media and Film, a Combined Bachelor of Arts (Honours) in Visual Arts and Communication, Media and Film (Film Production and Media Arts), and a Combined Bachelor of Arts (Honours) in Visual Arts and Communication, Media and Film (Studio Arts).

The Department offers a Minor in Communication, Media, and Film, as well as Major and Minor Concentrations for the Bachelor of Arts and Science in Communication, Media, and Film.

At the graduate level, the Department offers a Master of Arts in Communication and Social Justice.

Enrolments

Undergraduate

	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017
Full-Time	317.28	295.33	258.56	268.24	240.141
Part-Time	64.5	36	35	38.5	42

Graduate

	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017
Full-Time	14	13	13	13	15
Part-Time	0	0	2	0	0

Human Resources

Faculty/Instructors

Tenure/tenure-track faculty	8
Sessional Lecturers	3
Limited-Term Appointments	2
Faculty members involved in graduate program delivery	8

Full/Part-time Staff

Digital Media Production Technician IV	1
Secretary to the Head	1
Secretary	1

FINAL ASSESSMENT REPORT (with Implementation Plan)

Significant Strengths of the Programs

The External Reviewers commented that the Department's undergraduate programs effectively combine theory and practice through the delivery of a revised curriculum that is forward looking; reflecting recent shifts of focus within the discipline. (ER, p.3) "The fact that the AAU offers a significant number of courses in digital media production sets it apart from all but a handful of communication programs in the country." (ER, p.3) Likewise, the Masters program reflects current innovations in the field of graduate education and, through its specific focus on social justice, is unique in the country. (ER, p.3, p.4)

The Department also was commended on its mentorship and retention strategies for first-year students and students at risk, and on its efforts to highlight student successes on its website.

Opportunities for Program Improvement/Enhancements

The External Reviewers encouraged the area to develop a mechanism to assess the implementation of innovative or high impact teaching practices in its theory courses. (ER, p.5)

The External Reviewers expressed concern with the unequal and significant teaching and administrative workload undertaken by early career faculty and the potential negative impact on their promotion through the ranks. They also noted that "there have been substantial challenges over the time-frame of the review related to the faculty complement [as] a result of leaves, retirements, and redeployments". (ER, p.5, 8) The reviewers concluded that addressing the issue of faculty complement and "[a]ddressing these tensions [around workload] will be of paramount importance if the unit is to continue to thrive and grow." ER, p.8, 11)

Further opportunities for program improvements are captured in the recommendations listed below.

IMPLEMENTATION PLAN

Recommendations (in priority order)

(Final recommendations arrived at by the Program Development Committee, following a review and assessment of the External Reviewers report and the Dean's response.)

Recommendation 1: That the Faculty submit curriculum maps and program-level learning outcomes for each of its graduate and undergraduate programs, as well as course-level learning outcomes and assessment methods for each of its courses that clearly correspond to the program-level learning outcomes.

[PDC notes that the Department has developed learning outcomes for some of its programs and courses and looks forward to receiving the remainder of the learning outcomes and the curriculum maps.]

Agents: Department Council, Head, CTL, Vice-Provost, Teaching and Learning

Completion by: Fall 2019

Recommendation 2: That the Department report on its progress to appoint a Department Head.

Agents: Departmental Council

Completion by: Fall 2019

Recommendation 3: That the Department develop a coherent management strategy for its undergraduate and graduate programs with a view to:

- (a) increasing enrolment in the undergraduate program.
- (b) stemming attrition rates.
- (c) adding an internship option to the MA program.

Agents: Dean, Head, Student Recruitment Office, Enrolment Management Office

Completion by: Fall 2021

Recommendation 4: That the Department report on mechanisms for ascertaining the sustainability and viability of low enrolment Masters and 4th year course offerings.

Agents: Head, Dean

Completion by: Fall 2019

Recommendation 5: That the Head, in consultation with the Dean, submit a plan to the Provost, to obtain the necessary resources to support the production component of its program (including considering outside sources of funding such as donors, where appropriate) for:

- (a) improving the availability of production equipment.
- (b) improving the AAU's control over the studios now operated by ITS in the basement of Lambton tower.
- (c) improving the time it takes to have production equipment and/or facilities repaired or upgraded.

Agents: Head, Dean, Provost, ITS

Completion by: Fall 2019

Recommendation 6: That the Department develop and report on its plan to address the particularly heavy workload of early career faculty and impending retirements.

Agents: Head, Dean

Completion by: Fall 2019