THE FLORIDA STATE UNIVERSITY
COLLEGE OF COMMUNICATION & INFORMATION

Revised - 9/29/2012

Vision

The College of Communication & Information prepares students with the communication, technology, information and personal skills needed to thrive in the 21st century.

Mission & Philosophy

Society is currently in the middle of social changes that affect everyone. These changes are far-reaching because we are altering the way we do two things that are fundamental to what makes us uniquely human; we are changing the way we

- Communicate
- Use and share information

These changes are affecting the way we live, work and play; they are ultimately changing the nature of participation in modern society.

As leaders in the communication and information field, we take it as given that information and communication are at the heart of all human endeavors and that expertise in information and communication is required for progress in all fields. Furthermore, we have accepted the challenge and responsibility of enabling everyone to participate in this new society.

As educators, our goal is to enable students to develop the skills they need to be successful. We empower our students by presenting them with real world challenges and helping them understand how what they learn in the classroom can be applied to those challenges.

Participation in our courses, creative activities, research and service prepares students for lifelong learning, personal responsibility, and sustained achievement within a community that fosters free inquiry and embraces diversity. These experiences teach students to:

- Apply technology innovatively
- Communicate effectively
- Manage information purposefully
- Work ethically and productively with people

Our professional programs, research and service activities address Florida's most challenging communication, communication science and disorders, and information problems in a way that benefits our students, our community, the nation and the world.

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Strategic Priority 1.0

Recruit and graduate the best and most diverse students

The College is committed to attracting outstanding, diverse group of students to FSU and to its program with the goal of preparing outstanding leaders for the 21st Century. In order to accomplish this, we have embraced the following goals and initiatives.

Goal 1.1 Enhance support mechanisms to increase student opportunities and success

1. Develop and implement student support plans that include: recruitment, retention and bridging (programs, awards, orientation, advising, career day, internship development, service learning, Feed-Your-Brain series, club support, research experiences, …)
2. Establish professional seminars for doctoral students in individual schools and possibly college-wide – ongoing in SLIS and SCSD, there is a speaker series in COMM. Efforts to explore college-wide activities got no support
3. Increase the number of research presentations made by graduate students (awards for travel to research conferences)
4. Expand the SLIS doctoral student research poster competition to all schools (awards for excellence)

Goal 1.2 Expand recruitment of outstanding FSU undergraduates

1. Promote the bridge program for Speech Language Pathology, Library & Information Studies & (potentially) Communication programs to FSU undergraduates – no programs in place.
1. Establish the 5-year BS to MS program in Communication and promote the program to undergraduates in communication & IT
2. Participate in recruitment events for on-campus students
3. Promote the bridge program for Speech Language Pathology

Goal 1.3 Become a College of choice for talented students

1. Promote our undergraduate programs during orientation
2. Use the student leadership core model to promote our programs at the middle, high-school and community college level – ongoing.
3. Use exceptional student videos (3-D or otherwise), interactive resumes and student work to promote our program. (Funding of videos to promote the program)

4. Provide information to FSU advisers and other FSU student services personnel about our program and our field
5. Increase endowments for student scholarships and awards
6. Provide tuition discounts for outstanding out-of-state online students

Goal 1.4 Become FSU's College leader in overall graduation rates

1. Develop and implement a plan that addresses recruitment, retention and bridging for all students (undergraduate, graduate, minors, etc.)
    a. Provide prospective students with an accurate representation of our degree programs
    b. Examine and improve our orientation activities at the undergraduate and graduate levels
    c. Document course, mapping, semester-by-semester and year-to-year success rates
    d. Develop programs that provide for early detection and intervention for students having problems
    e. Develop resources for faculty, staff, adjuncts, graduate students and online mentors that can be used to help students manage learning disabilities
    f. Provide all adjuncts, graduate teaching assistants and online mentors with the training needed to be outstanding instructors

    g. Develop retention programs for students who are having trouble "feeling at home" within our programs. Examples include: STARS Leadership Core, WISE Women, NSSLA, Advertising Team, Debate Team, honor societies, Game Day, Feed Your Brain, Radio Station, etc.

2. Increase our connections and community building activities with students
    a. Implement a cohort model whenever possible and practical
    b. Invite current online students to off-site recruiting events, development activities, receptions, etc.
    c. Engage online students in service learning activities to the extent possible
    d. Encourage student participation in LinkedIn, Facebook, etc. to let us know what is going on in their community and lives.
    e. Encourage students to directly support their college and school

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Strategic Priority 2.0

Enrich the student experience while supporting and improving undergraduate, graduate and professional education.

The College is committed to creating student success by providing student and experiential learning experiences which enable, model and motivate success. Our academic programs will serve as a conduit to success in the 21st century by teaching students to apply technology innovatively, manage information purposefully, communicate effectively and work ethically and productively with people.

Goal 2.1 Enhance support mechanisms to increase student opportunities and success

1. Promote and expand our internship and service learning opportunities through a well-defined coordinated process that supports students, faculty and internship supervisors engaged in internship and service learning. Describe the process and document it on the web by the end of summer 2010. Seek ongoing funding to promote student participation in internships.

2. Develop student leadership cores (SLC) to accomplish this goal. The SLC's will engage students in accomplishing this goal with the help and guidance of faculty mentors to provide support for students, to engage other students in our library, clinic, help desk, service learning activities, student clubs and organizations and to recruit outstanding students to our programs.

3. Provide high-quality academic advising for students from the time students contact us to ask about our programs through graduation
    a. Recognize that academic advising starts prior to admission and doesn't end until students have found a job or entered graduate school (if they are at FSU they need advising as well)

    b. Examine and improve our recruiting materials so that they give student a good picture of what to expect while in our programs

    c. Examine and improve our graduate student orientations

    d. Examine and improve our first interactions with new majors

    e. Obtain resources and establish processes to support faculty and staff engaged in advising students as club sponsors, group advising, mentors, thesis directors, etc.

f. Establish regularly scheduled career days that target professional opportunities

g. Maintain professional seminars and examine whether an all College seminar can reduce required faculty workload for these activities

4. Involve undergraduates in clinic, research, professional education and other projects on campus (such as the FSU Library, University Help Desk, others) in the FSU student leadership core activities.

5. Establish an "orientation" program to introduce technology and program requirements for graduates and undergraduates

6. Provide posted tutorials for essential skills – online interactive resumes, database searches, etc. (enable students to develop these as part of IT Projects or other courses)

Goal 2.2 Create an engaged intellectual community among faculty and students that fosters excellence and communication across disciplines and distance and prepares graduate and professional students to succeed in 21st century global workforce.

1. Develop courses, certificates and programs that take advantage of the expertise within the merged College or are developed in partnership with other academic programs and help students become leaders in modern society
   a. Universal Accessibility (Undergraduate Certificate - Fall 2012) – not started
   b. Enterprise Information Systems (Undergraduate/Graduate certificate - Fall 2012) Foundations of Information Technology (Graduate certificate - Fall 2010)
   c. Create an undergraduate minor and a graduate online bridge program leading into the MSLIS program, consisting of a revived "Social Implications of the Information Age" course, the Technologies course, and a newly created Organization and Management of Information course and the Database Concepts course with appeal to undergrads in general by Spring 2011
   d. Interactive Media and Technology (Master's Program) by Fall 2011
   a. Establish a 5-year BS to MS program for our best undergraduate majors by Spring 2010
   b. Information and Communication Technology Program (Undergraduate Program) by Fall 2010
   c. Project Management - Online Course, Certificate by Fall 2010
   d. Health Information Technology (undergraduate and graduate certificates - Spring 2012 & a master's program by Fall 2013)
   e. Health Informatics (Online Courses, Graduate Certificate - Spring 2011)

2. Develop distributed learning programs that provide academic excellence and meet the needs of students who require undergraduate or advanced training but cannot come to campus
    a. Establish graduate certificates for a number of existing online courses such as: Storytelling and Marketing
    b. Professional Doctorate of Information Practice (distributed professional doctoral program by Fall 2012)
    c. Library and Information Science Bridge Program (see above)
    d. Communication Science & Disorders Bridge Program (see below)
    e. Health IT Certificate(s)
    f. Project Management Certificate
    g. Hispanic Marketing Communications Certificate Online
    h. Public Speaking (as a hybrid course by Fall 2011)

3. Promote and support student participation in competition and other unique learning experiences. Examples research week, interactive resume awards and other discipline specific competitions
    a. Establish several key college-wide competitive programs and awards.
    b. Consider expanding the graduate student poster competition college-wide
    c. Expand the number of awards in SLIS – which has fewer than the other schools
    d. Establish a set of "Student Leadership Core" groups that participate in leadership courses and activities (feed your brain, club day, etc.) and receive recognition for their efforts

4. Pursue grant funding opportunities for community or university support projects that include seeking funding for student scholarships and/or professional service duties that might include support for student assistance. Example include: technology help desk, oral communications center and communication disorders support for those with learning disabilities within the Information Commons

5. Consistently monitor the marketplace and our programming to maintain state of the art academic and clinical education from undergraduate through doctoral programming
    a. Establish academic program advisory boards as needed by Fall 2010

Goal 2.3 FSU will provide an undergraduate experience unsurpassed in developing well rounded students who demonstrate excellence in their majors, exceptional leadership, the ability to engage in lifelong learning and contribute to a diverse and global society

(See goals 2.1 and 2.2 above)

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Strategic Priority 3.0

Recruit, develop, and retain the best and the most diverse faculty and staff

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The College recognizes that an outstanding faculty is the foundation upon which outstanding programs are built. We are committed to attracting outstanding colleagues and providing an environment that helps maximize their success.

Goal 3.1 Create written, long-term plans for faculty and for staff hires in each of the schools that meet the research and academic goals of our programs (by end of Fall 2010).

Goal 3.2 Acquire facilities that support the research, teaching and service done by the College

1. Develop a space plan to accommodate our evolving programs and to meet the education, research, service and professional development needs of our programs that includes: a complete space needs assessment, an evaluation of the quality and capacity of our existing and planned spaces, an estimate of the physical resources needed to accommodate our evolving programs and a improvement plan our current facilities. –

2. Partner with others both inside and outside the University to create new facilities such as the Information Commons, Johnston Building Remodeling, Southeast Florida Urban Leadership Center, Server & Networking Instructional Lab, Oral Communications Center and the Center for Digital Knowledge –

3. Create, obtain, and/or manage facilities that provide state-of-the-art, experiential learning opportunities for students including student laboratory spaces, high quality, well-equipped graduate student work spaces and conference rooms and provide students with the maximum realistic access to those facilities

    a. Johnston Building completed
    b. Upgraded labs in UCC
    c. Added 3D Video facilities
    d. Building labs in Warren Building
    e. Lab in Information Commons
    f. ispace upgrade

Goal 3.3 Recruit and hire outstanding employees at all levels

1. Identify and implement innovative ways to increase the salaries of faculty and staff
    a. Expand the use of distance learning fees to support graduate students - ongoing
    b. Include faculty and staff support costs in program costs when discussing gifts with potential donors
    c. Allow faculty with significant long-term research funding prospects to modify their assignments of responsibility and use external funding for part of their salary.
    d. Provide faculty course development opportunities in the summer as part of distance learning or hybrid courses
    e. Expand the use of distance learning fees to support staff.
2. Have clearly defined goals when hiring, hire people who can accomplish them and support them in their efforts (see Goal 3.1)
    a. Job descriptions are establishing goals for the positions prior to search approval.
    b. Requiring long-term plans for faculty hires.
3. Insist on outstanding performance via performance evaluations and standards for promotion and merit by establishing and/or maintaining clear standards for promotion and/or tenure
    a. Need to establish a plan for staff merit raises
4. Continuously look for qualified employees who can be recruited when opportunities arise

Goal 3.4 Create and maintain a harmonious, diverse, inclusive and high performing work environment

1. Continually search for diverse candidates and encourage them to apply for available positions.
2. Communicate the College's goals and challenges to all employees so that employees recognize and respect how everyone's challenges and efforts are related to the

overall success of our programs, can ensure that their own efforts are related to the overall success of our programs and can understand the goals of those they work with well enough to help others accomplish their goals. Develop the message by March 31, 2010 and make sure everyone has the opportunity to hear it.

3. Hire friendly people by making sure that our interviewing processes provide opportunities to evaluate candidates on their interactions with faculty, staff and students and by setting high standards for the interactions between existing faculty and staff.

4. Hire people committed to collaborating with others by ensuring that new hires have research agendas and mind-sets that seek collaboration and that our standards for scholarship encourage collaboration.

5. Establish a culture of change that builds on the excellence of the past to create new education, research and service opportunities by continually seeking and evaluating new opportunities, searching for new ways to do things and by being personally open to new ideas.

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Strategic Priority 4.0

Enhance research and creative endeavors

The College, through its research and service activities addresses Florida's most challenging communication, communication science and disorders, and information problems in ways that provide long-term benefits to our students, our community, the nation and the world.

Goal 4.1 Establish research and creative initiatives and clusters in key theme areas

1. Build a message based on these clusters
2. Create a long-range hiring plan that supports expansion in these areas
3. Seek internal funding as seed money for new funded research efforts
4. Seek external funding and partnerships to support these efforts
5. Develop a staffing plan that gives faculty members the time and support needed to seek and manage funded research efforts

Goal 4.2 Expand the number of nationally or internationally recognized interdisciplinary academic programs

1. Establish a doctoral program in Information Practice for practitioners that can be completed by people working in the profession by Fall 2013 (based on State guidelines for establishing new programs)
2. Investigate the possibility for interdisciplinary PhD across the schools (we do have a several students and faculty in SLIS with comm. degrees)
3. Focus service efforts on supporting our research efforts

Goal 4.3 Maximize the research and creative opportunities resulting from the creation of the new College of Communication and Information

1. Develop and embrace interdisciplinary research areas within a broad research mission
2. Create shared doctoral seminars and colloquia:
    a. Development of 1-credit research methods modules available to CCI doctoral students
    b. Shared "Research Week" with poster travel awards for each school
    c. Develop a joint doctoral program that can accept undergraduates and advance them to a PhD within 5 years – **not started**
    d. Identifying and promoting "minor" courses across the college
    e. Promote communication's statistics course(s) with others schools

   f. Promote the merger with our students, parents and alumni
3. Establish collaborative research efforts that take advantage of our unique skills. Use existing and new centers to advance our research efforts.
   a. Center for Language & Literacy in Public Schools
   b. Hispanic/Multicultural Marketing Communications (Center for Hispanic Marketing Communication)
   c. Information Policy, Management & Use Institute
   d. Partnerships for Advancing Library Media
   e. Project Management Center of Excellence
   f. Communication Research Center
   g. Institute for Intercultural Communication and Research
   h. Center for Information Management and Scientific Communication
   i. Possible New Centers
      i. Center for Distributed Knowledge (digitize and make available Davis Houck's research materials on civil rights speeches) also Ringling Circus collections; expand collaboration with the FSU Library, establish connections with Digital Humanities; science digital libraries, Center for Energy Efficiency Communication and Information, World War II Center, etc.
      ii. Center for Urban Leadership Education & Research
      iii. Center for Communication and Information Innovation Leadership
      iv. Center for Communication and Information Systems Design
      v. Center for Accessibility Research
      vi. Center for Multicultural, Literacy and Culture
4. Health Informatics Institute

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Strategic Priority 5.0

Foster academic excellence

The College will seek ways to encourage and reward academic excellence, create learning and support environments that enable students to do their best by providing the necessary resources, help and guidance students need to overcome academic obstacles.

Goal 5.1 Promote student awards and recognize student achievements

1. Create an inventory of current awards and identify possible new awards
2. Publicize awards won by students at local, state, national and international conferences (establish a process for doing this and follow it) by: retaining our annual awards ceremony, webcasting and archive the student awards ceremony (find ways to create downloadable segments of the ceremony), recognizing student accomplishments at graduation receptions, expanding the College research week to include graduate and undergraduate students from all schools, promoting student achievements on our web sites, social media and in other publications and venues and using the CCI Student Newsletter to increase general awareness, promote activities and support student professional activities
3. Seek funding for student awards and the student awards ceremony
4. Nominate students for university, state, national and international awards
5. Promote and support student participation in competitions & other unique learning experiences – Supported several events this past year
6. Promote and financially support student professional organizations
7. Integrate the Garnet & Gold Scholars into our program and help identify pathways for students to get this achievement.

Goal 5.2 Increase the quality and quantity of research and creative endeavors by publicizing and rewarding research initiatives

1. Create student awards for excellence in research. Possible new awards include: "Dissertation with Distinction", Graduate Student Researcher of the Year, Undergraduate research and creativity awards.
2. Continue to focus doctoral student orientations on getting started with research
3. Create a Faculty research recognition dinner hosted by Directors
4. Create mentoring and community service awards for faculty
5. Faculty potluck for doctoral students

Goal 5.3 Foster global citizenship

1. Integrate international education into the curriculum where possible
2. Introduce the Global Pathways certificate to graduate and undergraduate students to promote international and intercultural experiences and education
3. Inform U.S. students about the number of international programs available on campus
4. Continue support for international internships
5. Expand participation in the global iSchool movement

Goal 5.4 Develop skills and provide opportunities for lifelong learning

1. Provide our students and faculty with the resources needed to work in a collaborative, distributed environment
2. Develop online courses and certificate programs for students, alumni and community members. In particular help prepare our undergraduates to succeed as online graduate students by developing online courses specifically for undergraduates
3. Prepare our graduate students to succeed as online instructors by providing professional development opportunities focused on online instruction

Goal 5.5 Promote excellence in technology applications & services

1. Identify and acquire the technology resources our students need to be ahead of the curve when it comes to technology and work hard to make that technology available to them wherever they are.
2. Continue to develop and provide support for our current systems including:
    a. Invest in book and database acquisition
    b. Invest in research technical staff
3. Provide innovative learning spaces such as an the space in the Johnston Building, the technology help desk and computer lab in the Goldstein Library, Regional Rehabilitation Center, Seminole Productions, WVFS, Information Commons, etc.
4. Expand the number of opportunities for faculty, student, and staff to learn new techniques and approaches that use technology for research, education and service
5. Assess benefits and leverage new technologies to improve teaching, learning, research and administration

Goal 5.6 Accommodate and expand a collaborative campus (college)

1. Design and construct facilities and courses that support new forms of collaborative and experiential learning and research, heighten student interaction, and increase student time-on-task in learning experiences.
2. Develop spaces within the Schools where students can study and interact outside the classroom, make sure the students know about them and have access to them
3. Encourage faculty to engage in interdisciplinary research and collaborative activities by recruiting faculty with those goals, rewarding faculty who are engaged in interdisciplinary research and working with faculty from other colleges

Goal 5.7 Allocate resources to reward and sustain excellence

1. Continue funding of distinguished professor awards
2. Ensure that students are encouraged and supported to attend appropriate conferences and events
3. Secure funding for student awards

Goal 5.8 Continue to promote a culture of academic and professional integrity

1. Look for opportunities to nominate faculty for teaching awards
2. Identify internal (to FSU) teaching awards and nominate faculty
3. Identify external teaching awards through the Office of Faculty Recognition and nominate faculty
4. Increase the number of graduate students participating in development activities and receiving graduate school and other recognition awards
5. Encourage and ensure compliance with ethical practices
6. Identify and publicize professional codes of conduct that apply to our students
7. Promote undergraduate student awards, research and fellowships via the:
    a. Office on National Fellowships
    b. Office of Undergraduate Research and Creative Endeavors
    c. Honors in the Major
    d. University Honors Program

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Strategic Priority 6.0

Ensure operational excellence while maintaining financial integrity.

The College through its operational excellence and financial integrity seeks to make its education, research and service more effective.

Goal 6.1 – Expand financial base

1. Maintain and develop our sources of funding
   a. Meet enrollment targets so that we continue to receive funding from the State of Florida.
   b. Expand funded research activities so that we can increase funding for graduate and undergraduate students and develop our research infrastructure. To accomplish this we will require that new hires pursue research funding as part of collaborative research efforts (either within the College or external to the College) and require that tenured faculty submit at least one external proposal per year in order to qualify for internal research support or travel funding.
   c. Expand online learning opportunities to support improvements in our instructional and student support infrastructure.
   d. Increase our annual gifts to provide funding for students, faculty and programs. We are currently aware of 20,607 Communication and Information graduates. To date 14.65% (or 3018) have made a gift to CCI since they graduated. Last year 362 alums made gifts to CCI. Our overall goal is $85,000 in annual gifts per year by January 1, 2017.
      i. Provide an outstanding experience for our students while they are here
      ii. Increase communication with our students and alumni about the importance and impact of giving to the College
      iii. Use print, electronic and social media to communicate with our students and alumni about College events, students, education, research, and service activities.
      iv. Identify non-alums who have an interest in the College's activities and communicate with them.
   e. Increase our endowment to provide recurring funding for students, faculty and programs. Our current endowment is approximately $2,800,000 and we received approximately $500,000 in new endowment gifts last year, there are approximately $2,000,000 in unrealized planned gifts.
   f. Increase external partnerships (external to the College) to reduce new program costs and create new opportunities.
      i. Engage partners in Digital Divide activities (working with Go Beyond Foundation, City of Tallahassee, others as appropriate)

ii. Engage partners in the Southeast Florida Urban Leadership Center (FAU, Broward County Library, museums, schools, others as appropriate) by Spring 2011.
iii. Engage partners in developing the Enterprise Systems track within our IT program (IT services, computer manufactures, network equipment manufacturers, etc.)
iv. Engage partners in the developing digital media production and editing facilities

2. Develop and implement ways to provide financial and other incentives for faculty and staff who expand the College's financial base
   a. Find ways to link increases in funding opportunities to increased compensation by adjusting assignments of responsibility, providing funding for course development and adjusting assignments of responsibility for those who consistently support graduate students on research contracts.
   b. Expand research support, infrastructure and professional development that enables those who are successful to be even more successful, including maintaining the College the current contract and grant specialist, adding a second contract and grants specialists, providing technical support for webcasting, surveys and computer application development.
   c. Identify and reduce or eliminate impediments to expanded funding opportunities. Many of these revolve around purchasing or appointments which take too long and take too much effort from senior personnel.
3. Increase investments and external support to ensure administrative and academic sustainability for research and creative endeavors
   a. Expand research office so it can provide support for the College, including: promoting funded research, helping faculty identify funding opportunities earlier, documenting and publicizing the procedures for getting approval of transmittal forms, matching funds, etc and that there is a back-up plan, tracking and projecting committed effort and tracking proposal and grant activity.
4. Enhance research/creative productivity, including external contracts and grants funding
   a. Hire faculty with the expectation that they will seek funded research to support graduate education and research
   b. Provide training and support (time/advice/clerical support) for grant development
   c. Reward successful grant development (including providing time to work on the grants)
5. Identify ways of making our budgets flexible and adaptable

   We are trying to address this at FSU's highest levels, but they continue to be overworked dealing with other issues. Some of the efforts involve working with the Campus Solutions Team and working with the ERP Steering Committee. We have also applied for market rate funding in a number of areas. We now have market rate funding for three programs.

Goal 6.2 – Optimize F&A services

1. Standardize operations (financial reports, purchasing, time and leave, etc) where possible while meeting the unique needs of Deans and Directors
2. Integrate operations to the extent possible to draw on and share the various knowledge, skills, and abilities of staff
3. Identify clear and consistent performance priorities and related financial needs in consultation with Deans and Directors
4. Establish a fair and equitable distribution of workload
5. Work together as a team to enhance F&A functions
6. Provide training opportunities for staff and faculty
7. Provide financial information to Deans and Directors in a timely manner
8. Promote quality and timeliness in faculty and OPS recruitment and appointment processes

Goal 6.3 – Optimize IT services and support

1. Create a Technical Services Unit to tie support and services together and improve communication among IT personnel
2. Invest in IT infrastructure and services to support instruction, research, and administration
3. Exploit new technologies to enhance teaching, research, service, and support
4. Develop IT services and support initiatives that will enhance the grant proposal process
5. Engage customers in identifying IT needs and solutions to improve instruction, research, and administration
6. Engage students, faculty, and staff in setting priorities for IT services and support
7. Initiate a sustainable plan and proactive approach to identify and implement faculty IT needs for instruction and research
8. Initiate a more systematic approach to prioritizing, scheduling, and provisioning resources for applications development and services
9. Improve recruiting of students for supporting network management, Help Desk operations, and applications development
10. Initiate a business continuity and security plan
11. Collaborate with other university IT groups to further our goals

Goal 6.4 – Optimize property management and accountability

1. Identify property management needs throughout the College and prioritize those needs in consultation with Deans and Directors
2. Standardize procedures for tracking property from time of acquisition to transfer or disposal to enhance accountability, records management, and reporting
3. Establish procedures and internal controls that ensure property is fully accounted for and safeguarded within applicable federal, state, and university rules, regulations, and procedures
4. Establish procedures for assessing in a timely manner the usability of IT items being replaced and (a) for redeploying those items when desired or (b) for scrubbing and disposal

5. Ensure that College assets are marked and tagged in a timely manner
6. Perform annual inventory in a timely manner

Goal 6.5 – Improve communication and information flow

1. Improve communication about and obtain feedback on financial operations within the college
2. Improve communication about and obtain feedback on HR operations within the college
3. Improve communication about and obtain feedback on IT services and support within the college
4. Improve communication about and obtain feedback on property management and accountability within the college
5. Organize network folders to facilitate communication and information flow
6. Promote convenience, access, and flexibility in information storage and retrieval

Goal 6.6 – Enhance cooperative effort and cohesion among faculties and staffs

1. Continue to hold School and College social functions
2. Promote understanding and collegiality and a team-based problem solving mentality among College personnel.
3. Make mentoring/collegiality part of the annual faculty and staff evaluation process

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Strategic Priority 7.0

Strengthen the public service mission of the University.

The College faculty will engage themselves and our students in activities that address Florida's most challenging communication, communication science and disorders, and information problems, promote our professions and provide leadership in fulfilling FSU's education and research missions.

Goal 7.1 Emphasize the College's cutting edge contributions to research

1. Develop and use a clear, concise, consistent, compelling message about our research and service activities that is understandable by FSU administrators and the general public by March 31, 2010.

Goal 7.2 Students will have opportunities to apply learning in an atmosphere of contribution to the community (local and global) through a choice of participant and leadership roles in a diverse menu of traditional student, professional and situational learning organizations

1. Document and promote current social events, clubs, service learning and internship activities.
2. Use the student leadership core approach to improve student participation in the professional organizations, service learning and club activities. For example: student led focus groups will be held to determine gaps and approaches to improve engagement.
3. Use the CCI Student Newsletter to promote these activities
4. Include DL students in service learning activities as appropriate.

Goal 7.3 Students will engage with faculty in a culture of learning through service

1. Combine the undergraduate honors programs at the College level to increase opportunities across the schools for undergraduate research and increase the number of Honor's theses.
2. Document and promote service learning opportunities within College courses and as a way of providing students will real world experiences (similar to unpaid internships). Service learning will be integrated within courses to tightly link the service with learning in content areas where appropriate, including in distance learning.

3. Faculty will demonstrate/model the importance of service to students through mentorship, participation and leadership.
4. Obtain funding for awards or scholarships devoted to service oriented projects and/or research

Goal 7.4 Enhance the connection between public service and education

1. Create internships at non-profit organizations by establishing clear procedures and processes that meet everyone's needs
2. Focus on problems to concern to our professional communities
3. Emphasize the connection between the College's programs and Florida's challenges
4. Pursue consultant agreements that include funding opportunities for graduate students

Goal 7.5 Foster a university commitment to problem solving

1. The College service learning, educational programs and research initiatives will emphasize our commitment to addressing Florida's problems. Examples include: online programs, Florida Center for Urban Leadership Education and Research, clinic, partnerships with Tallahassee Community College, Children's Campaign, Digital Harmony and Lutheran Services of North Florida, summer camp, etc.

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Strategic Priority 8.0

Build the University's national reputation.

The College faculty, staff and students will actively participate in and help lead the nation's research agenda.

Goal 8.1 Develop and communicate excellence at the university

1. Communicate the College's excellence within FSU through education and research collaborations and via FSU Headlines on NPR, FSU View, etc. (goal of two a month).
2. The College should demonstrate and document our leadership position in the following (or a key subset of the following):
    a. Our education and research areas
    b. Our research methods and techniques
    c. Distance learning, collaborative, distributed education and research
    d. Service learning and internships
    e. Using and supporting technology for instruction and learning
    f. Use of social networks for student support and alumni engagement
    g. Adjusting instruction for learning disabilities
    h. Use of technology to overcome communication disorders
    i. Web casting and web conferencing
    j. 3-D video and immersive environments
    k. Student support and advising
    l. International education
    m. Advertising, public relations and information provision independent of format
    n. Oral communication
    o. IT for healthcare
3. Seek out, nominate and publicize faculty awards
4. Seek out, nominate and publicize student awards
5. Publicize research clusters & centers on the web site –
6. Provide research news feeds for research center activities **–**

Goal 8.2 Improve the quality and recognition of the College's programs

1. Publicize research clusters & centers on the web site
2. Provide education, research and service news feeds by providing the communication team with information about student and faculty awards and achievements

3. Increase graduate student participation in funded research efforts
4. Increase graduate student participation at national conferences
5. Recruit in locations with diverse populations
6. Provide additional funding for outstanding PhD students
7. Increase our communication with national audiences about our graduate programs
8. Expand recruiting activities to attract more outstanding students to our programs
9. Enable the creation of online resumes for all students
10. Expand opportunities for students to present research at local, state, national and international conferences
11. Improve our web sites to highlight educational programs, student experiences, research and service learning activities
12. Use multimedia to promote our student's work and our programs
13. Identify opportunities to promote the quality of our programs and students locally and nationally.
14. Develop a national, regional, and local marketing program aimed at creating awareness of the Master's programs
    a. Social Networking sites such as Twitter, LinkedIn, Facebook, others
    b. College and School web sites
    c. Select print sources – flyers or brochures as needed
    d. Develop a strong recruiting presence at appropriate conferences and events that are attended by prospective students
    e. Develop effective internal inquiry management procedures
    f. Set goals for qualified applicant pool, number of admissions, acceptance rates and show rates, develop plans to meet those goals and monitor against those goals
15. Take advantage of the iSchool efforts to promote our program and recruit students
16. Increase the number of training opportunities for graduate students as instructors
17. Student awards programs
18. Reward outstanding student performance. Examine existing awards and expand as needed. Seek endowments to fund student awards
19. Help students identify external funding through the Office of Graduate Fellowships and Awards. Help students identify internal funding, scholarships and fellowships.
20. Develop critical relationships with alumni of the college to help promote the programs and recruit students on a local, regional and national level
21. Improve the tracking of, communication with and the promotion of our graduates

Goal 8.3 Strengthen the national reputation of the College through the development and implementation of a multifaceted communication plan.

See Goals 8.2 and 8.3 above.

THE FLORIDA STATE UNIVERSITY
COLLEGE OF COMMUNICATION & INFORMATION

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