

## Program Review Action Plan – Progress Report

### School of Communication: Communication Minor and Professional Communication Associate Certificate

Structure, Admission, and Enrolment			
Recommendation/Task/Action	Progress	Status	To be done
Explore improved advising strategies.	<ul style="list-style-type: none"> <li>The School of Communication works closely with a specific advisor in ensuring our students receive program advice that is accurate and timely.</li> <li>We have posted our upcoming course offerings for two years on our website so students know which courses will be offered and when.</li> <li>In collaboration with the dean's office, we are considering strategies for providing release time to a faculty member to advise PBD students once we have a full cohort.</li> <li>We are encouraging the formation of a Communication student club, which would be an ideal conduit for providing information.</li> <li>Information about the program path and how to advise students has been and will be shared with faculty members at upcoming retreats and meetings so faculty feel equipped to answer questions.</li> </ul>	<p>Complete</p> <p>Complete</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>	<p>We will continue to post course availability.</p> <p>The PBD will be having a soft launch next fall in anticipation that we will have a full cohort the following year.</p> <p>Independent Study students over Winter 2025 created a plan and checklist for developing a student club. Students in summer classes will work on promotional materials to support formation of a club. In the fall, a faculty member will recruit potential leaders to establish a student club.</p> <p>The August 2025 retreat will include a session on “Understanding our Programs” so that tenured, tenure-track, and sessional faculty will be able to help students talk with Advising about their program plans. We also hope to minimize the number of independent study requests.</p>
Department to explore student demand and faculty interest in developing a	The Digital Communication and Promotion Post-Baccalaureate Diploma is approved and will have a soft launch	Complete	We will continue to market the PBD to ensure a full cohort in our next intake, and we plan to support the students in the soft

post-baccalaureate diploma in Public Relations.	in Fall 2025. We are actively promoting the program to ensure a full cohort going forward.		launch to provide them with an experience similar to that achieved in a cohort by building community, advising and answering common questions and concerns, and providing skill development and networking opportunities.
Once institutional policies and procedures on micro-credentials are clarified, department will explore possibilities for micro-credentials and modularized delivery of courses.	The institutional policy approach to micro-credentials has still not been defined fully. We learned at articulation that some other institutions are doing interesting work with their micro-credentials, including developing for-credit programs.	Not started	Working with the dean's office, we will determine the need and potential markets for micro-credential programming and develop the curriculum and a plan for marketing and implementation. Work on this can begin in Fall 2025.
<b>Curriculum/Standards of Educational Practice</b>			
Recommendation/Task/Action	Progress	Status	To be done
Department to finalize vision and mission statements, with attention to balance between applied and theoretical elements, and post these to their website.	Complete	Complete	As part of our current curriculum discussions, we are working on refining and revising our vision and mission to reflect changes in the communication discipline, industry, and approaches.
Department to make explicit where leadership is a learning outcome in existing courses, complete development of Communication for Leadership course, and initiate consultations with Business on a joint leadership-oriented program.	The curriculum committee has been considering this question as we work on course revisions, so several courses now have leadership identified in learning outcomes or will have in the near future. The Communication for Leadership course is still under development.	In progress	We will make development of the Communication for Leadership course a priority starting in Fall 2025. This course has been on our to-do list, but other priorities have taken precedence until now.
<b>Delivery, Assessment, and Student Success</b>			
Recommendation/Task/Action	Progress	Status	To be done
Department to explore development of a course in communication-oriented negotiation skills in the next two years, taking into account relationship with course/program on leadership skills and related initiative in PACS.	Not started	Not started	Our curriculum focus has been on establishing an Indigenous Communication course. The curriculum committee is reviewing our programs' structures now and will discuss inclusion of a negotiation skills course at our next meetings, specifically looking at ways we can contribute to a

			planned Associate Certificate in PACS by joining this course with PACS 201 and 202.
Continue working with the Centre for Accessibility Services as well as encouraging faculty members to partake in professional development workshops on accessibility for neurodiverse students in Communications courses.	We continue to work with CAS to determine the best ways to support our students.	Ongoing	Now that we have new faculty members in the school, we will plan for a CAS orientation and information session at one of our upcoming school meetings.
Department to develop an Indigenous Communication course and hire a tenure-track Indigenous scholar specialist in Indigenous communication.	We hired a tenure-track Indigenous Communication specialist who started January 2025. Once she was in place, we completed final edits to our new Indigenous Communication course, which is currently going through approvals.	Complete	Determine how the new course on Indigenous Communication fits into our programs and might be valuable for other programs at UFV.
<b>Faculty, Faculty Development, and Utilization of Resources</b>			
Recommendation/Task/Action	Progress	Status	To be done
Department to continue conversations with SOCA, GDD, and the Dean's office on sustainable use/maintenance of small equipment.		Complete	
<b>Contribution to University's Vision, Mission, Values and Strategic Goals: Strategic Plan/Indigenization/EDI Action Plan/Internationalization Goals</b>			
Recommendation/Task/Action	Progress	Status	To be done
Plan and deliver PD training on incorporation of SEDI and universal design in pedagogy and course development.	A session on race and anti-racism was provided at the school retreat in 2023, led by an English Associate Professor. The school has created an Anti-Racist Pedagogy subcommittee and an Indigenization subcommittee. Both have terms of reference. Monthly Indigenization sessions begin	Complete	Continue to consult with Teaching and Learning as needed regarding our approach to UDL and Indigenization in our courses.
<b>External Connections/Potential Community Links</b>			
Recommendation/Task/Action	Progress	Status	To be done
Department to continue working with the CECE and the ARTS External Liaison Coordinator to identify placements for students.	The School has collaborated with CECE as much as possible during staff changes. Most recently, we have advertised the co-op program in our	Complete	We will continue with the work we have completed in collaborating with CECE and ArtsWorx as much as possible.

	<p>second-year courses and also invited the new Co-op advisor for Arts to attend our School retreat in August 2025 and discuss opportunities to our students.</p> <p>We have also successfully worked with the Arts External Liaison Coordinator to identify and maintain practicum placements.</p>		
Department to form External Program Advisory Committee.	PAC formed and has met several times over the last two years.	Complete	In consultation with the Dean's office, we are considering how best to foster a mutually beneficial relationship with community and industry advisors, since scheduling regular meetings to discuss common issues is proving to be difficult.
Department to actively utilize feedback of External Program Advisory Committee to review their curriculum and identify opportunities for future offerings.	The recommendations from the PAC have been brought forward to the curriculum committee regularly and are used in revisions and planning new offerings.	Complete	Continue to solicit feedback from external contacts and partners in curriculum review and development as part of the regular operations of the curriculum committee.
Department to develop its relationships and practicum placements with First Nations communities.	We have hired a tenure-track faculty member into our Indigenous Communication position.	Not started	Work on establishing these relationships can begin in Fall 2025 now that our new faculty member is on board as of January 2025 and has had a chance to settle in to UFV and understand the probationary process. We will consider institutional protocols and consult carefully and widely.
<p><b>Notes:</b></p> <p>The department has now become the School of Communication, and we have made several key hires in the last two years. With the expanded faculty complement, a renewed focus on enhancing our school processes to be responsive to faculty and student needs, and our strong collaborative team, we anticipate no problems in completing these remaining program review recommendations. In fact, we have independently undertaken a mid-cycle program review to ensure our newly implemented major (2023) and our other programs are aligned and contain relevant curriculum on emerging topics such as artificial intelligence, leadership, and public discourse and journalism.</p>			

**Progress Report Completed by: Samantha Hannah, Director**

**Date: May 21, 2025**