

Program Review  
Fairmont State University  
COMMUNICATION  
School of Fine Arts  
January, 2011

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**Program Catalog Description:**

The Department of Communication and Theatre Arts has designed a program to provide students with a variety of choices for developing their knowledge and skills through study and performance. By building a base of performance experience through classroom exercises, public performances, and competition, students can develop communication expertise which will prepare them to meet the challenges of the future.

Entering students in the Department of Communication and Theatre Arts are assigned a Pre-Communication or Pre-Theatre major code. For admission to B.A. degree programs in the School of Fine Arts, students must:

- Pass an end of sophomore year jury or portfolio review;
- Maintain a 2.0 overall GPA; and,
- Earn a "C" or better in every course for the major.

Students continuing in the Department of Communication and Theatre Arts degree program have a graduation requirement of a 2.0 overall GPA and, in addition, must earn a "C" or better in all their major courses.

Students applying for admission to Teacher Education must also meet the requirements of the School of Education.

A number of program choices are available to students in the Department of Communication and Theatre Arts. Students may choose a degree program in:

- 1.) A Bachelor of Arts major in Theatre.
- 2.) A Bachelor of Arts major in Communication.
- 3.) Bachelor of Arts minors in either Communication or Theatre.
- 4.) Bachelor of Arts in Education, single field, grades 5-12 in Oral Communication.
- 5.) Bachelor of Arts in Education, single field, Pre-K-Adult in Theatre.

In order that a student in any of these programs may be recommended for graduation by the Communication and Theatre Arts faculty, s/he must perform in one or more of the department faculty-directed/sponsored public performance areas listed below. A student must reach a satisfactory level of proficiency in at least one of the performance areas. Each student's performance and level of proficiency will be periodically appraised by the faculty.

#### PERFORMANCE AREAS

Theatre: acting, technical crews, directing, designing, public relations, house management, business management, etc., with Masquers, Town & Gown, or studio theatre presentations.

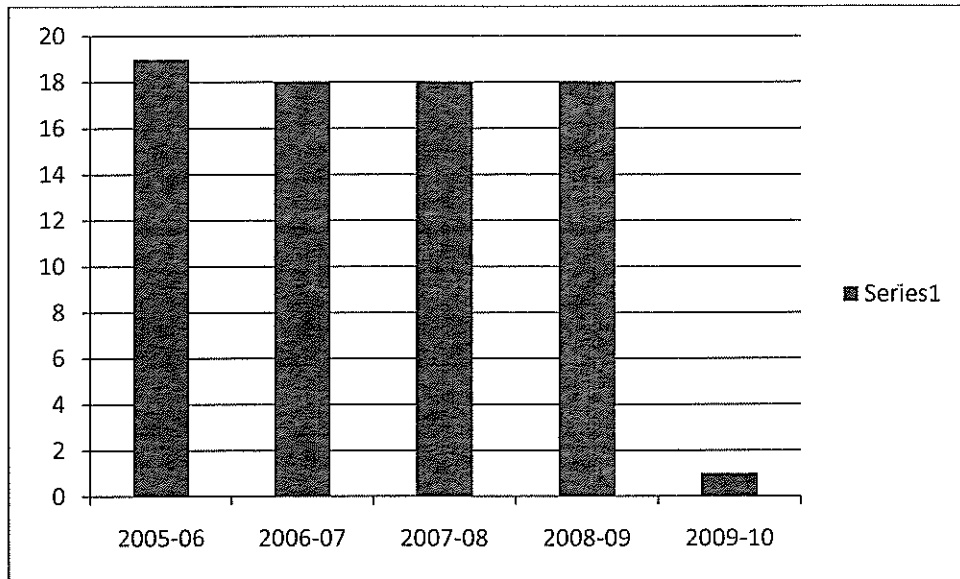
Oral Interpretation: intercollegiate festivals, contests, and other public performances.

Public Speaking: intercollegiate debate, competitive communication and public speaking events, festivals and exhibitions, organizing and evaluating communication performances and other public speaking presentations. The co-curricular activities of this department are open to all students.

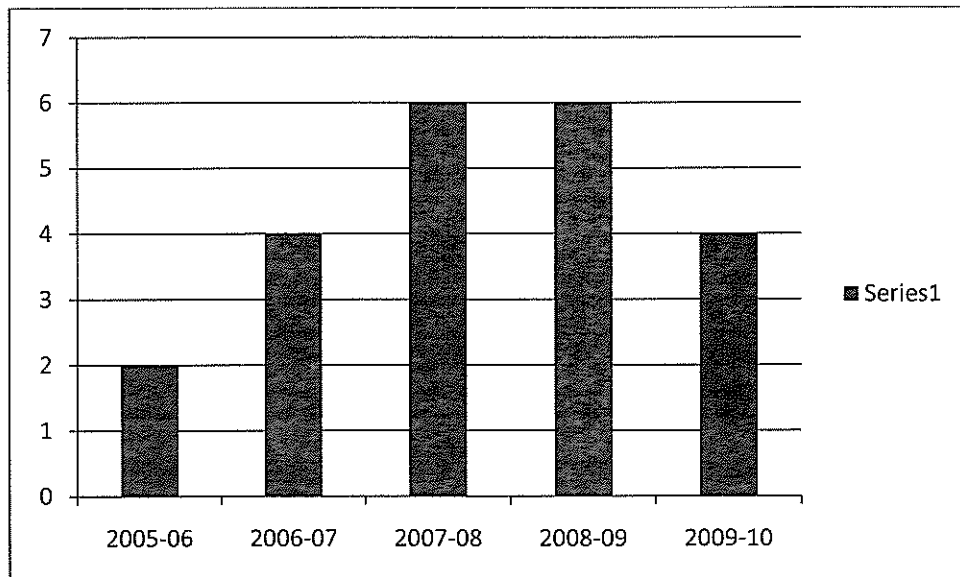
## Viability (§ 4.1.3.1)

### Enrollments

### Applicants



### Graduates



### Program Courses

Sum of GRADE\_COUNT

GRADE

TERM CODE	SUBJ CODE	CRSE NUM		A	B	C	CR	D	F	FI		I	NR	W	Grand Total	
		B	CRN							W	I					
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			8692	44	4	2				2				2	54	
			8693	28	18				4					4	54	
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			8695	28	8	4		2	2	4				6	54	
			8696	6	22	6		4	8	2				6	54	
			8697	2	22	8		2	6					8	48	
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			8699	16	22	6		4	2					2	52	
			8700	32	10	4			2					6	54	
			8701	16	24	6								10	56	
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		9682	22	18	4		4		6	54	
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		9692	6	14	8	8	2		8	46	
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2969	4	6							1	11
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3345 Total		6								6		
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		<b>30</b>										
<b>200620 Total</b>		<b>4</b>	<b>183</b>	<b>94</b>		<b>23</b>	<b>43</b>	<b>51</b>	<b>3</b>	<b>1</b>	<b>158</b>	<b>860</b>
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			<b>5058</b>	<b>10</b>	<b>4</b>	<b>4</b>			<b>2</b>		<b>2</b>	<b>22</b>
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	<b>SPCH Total</b>			<b>23</b>	<b>29</b>	<b>7</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>4</b>	<b>69</b>
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			<b>8410</b>	<b>8</b>	<b>9</b>	<b>1</b>		<b>3</b>			<b>6</b>	<b>27</b>
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2235 8620	3	5	6				1		15
2235 Total	3	5	6				1		15
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3337 8623	2	3	2						7
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									<b>18</b>		<b>135</b>
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											<b>1116</b>
		<b>20072</b>									
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			1506	6	2	1			2		3
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			1509	6	3	2			8		1
			1776	9	2	1		1	1	3	3
			1777	12	2	3		3	2	1	2
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			1779	9	11	1			1		3
			1781	11	5	3			2		2
			1782	14	2	1		2	3		1
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			1785	3	4	2		1	6		3
			1789	6	11	3		2	1		4
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			2665	3	6	7			1	7	2
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			3118	9	2				1		1

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				24									
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		2219	1799	2	2	4							8
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		4449 Total		3									3
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				28									
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				28									
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		<b>200730 Total</b>		<b>26</b>	<b>16</b>	<b>4</b>	<b>1</b>		<b>4</b>	<b>2</b>		<b>3</b>	<b>56</b>
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1017									
0	7	3				1		1	12
1066									
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8511	7	7	3		3			4	24
8513	9	6	4	3	2			1	25
8514	1	14	6	1		3		1	26
8515	12	7	1		6			1	27
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8517	13	8	2		1			3	27
8518	10	8	1	2	3			3	27
8519	5	5	2	1	7			5	25
8521	2	10	1		2			7	22
8522	8	4	4	1	5	1		3	26
8523	4	6	1	1	2	1		10	25
8524	7	10	4	2	3			1	27
8525	8	6	4	1	6			1	26
8762	6	8	1		3	1		1	20
8763	7	4	1		3			5	20
8845	12	2	1	2	4			2	23
9149	12	6	2	2	2			4	28
9151	4	5	4		7			2	22
9155	3	11	5	2	6			2	29
9353	2	8	3	3	6			4	26
9368	12	2	1		1		3	2	21
9618	5	3	1		8			2	19
	29				13				
1100 Total	2	226	99	35	3	14	3	103	905
1105 8526	15	5	2		2			1	25
1105 Total	15	5	2		2			1	25
1171 8527	11	5		1		2			19



		1966	11	1	1		2		3	18
		1967	8	5			2	2	5	22
		2040	6	4		1	3			14
		2189	12	8			2			22
		2191	10	5	1	2	2		7	27
		2501	3	7	1	3	5		5	24
		2987	1	2	1	1	4			9
		3260	5	2	2		2	1	5	17
		3545	1							1
		3550	2	1						3
			18				10			
		1100 Total	5	150	62	37	5	5	68	612
		2215 1681	6	9	3					18
		2215 Total	6	9	3					18
		2219 1682	6	6	2			2	1	17
		2219 Total	6	6	2			2	1	17
		2231 1683	3	8	4				1	16
		2231 Total	3	8	4				1	16
		2249 1684	3							3
		2249 Total	3							3
		3345 1685	5							5
		3345 Total	5							5
		3369 3110	15				1		1	17
		3369 Total	15				1		1	17
		4439 1686	4							4
		4439 Total	4							4
		4449 1687	1							1
		4449 Total	1							1
		4491 1688	3							3
		3643	1							1
		4491 Total	4							4
			23				10			
		SPCH Total	2	173	71	37	6	7	71	697
			23				10			
		200820 Total	2	173	71	37	6	7	71	697
		20083								
0	SPCH	1100 5036	2	5					1	8
		5115	4	3	1				1	9
		5158	2	10	4				2	18
		5431			3	2				5
		1100 Total	8	18	8	2			4	40
		4439 5528						1		1
		4439 Total						1		1

		4491	5529	2				2		4
		4491 Total		2				2		4
	SPCH Total			10	18	8	2	3	4	45
<b>200830 Total</b>				<b>10</b>	<b>18</b>	<b>8</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>45</b>
<b>20091</b>	<b>COM</b>	1005								
<b>0</b>	<b>M</b>	1105	2	20	4	1		2	2	29
		1105 Total		20	4	1		2	2	29
		1005								
		1171	3	7	7	5	1	3	3	26
		1171 Total		7	7	5	1	3	3	26
		1006								
		2200	2	2	10	1		3	2	4
		1006								
			3	9	10	2	1		2	24
		1006								
			4	8	5	2	1	4	3	23
		1006								
			5	7	10	4		2	1	24
		1006								
			6	9	7	1		4	2	23
		1006								
			7	17	3	2		1	1	24
		1006								
			8	6	9	3	1	2	4	25
		1006								
			9	19	5			1	1	26
		1007								
			0	2	10	9			1	2
		1008								
			2	6	2	2		2	1	13
		1008								
			5	10	4			2		16
		1008								
			6	7		1		1	2	11
		1012								
			0	2	4	1		2		9
		1017								
			4	6	1	3		2	1	13
		1027								
			9	5	1					6
		1028								
			1	2	2	3		1	1	9
		2200 Total		11	7	83	34	3	27	4
		1007								
		2201	1	6	4	3		1		14
		1007						4	1	11

			2							
			1007							
			3	22	2	2		2		28
		2201 Total		31	9	5	4	4		53
			1007							
		2202	4	3	9	2		1	1	1
			1007							
			5	5	5			1		11
		2202 Total		8	14	2		2	1	1
			1005							
		2235	4	2	7	6			1	1
		2235 Total		2	7	6			1	1
			1005							
		2241	5	8	3	2	1	2		16
		2241 Total		8	3	2	1	2		16
			1005							
		2249	6	4						4
		2249 Total		4						4
			1005							
		3337	7		4	1			1	1
			1019							
			9	2	1	1				4
		3337 Total		2	5	2			1	1
			1010							
		4439	6	2					3	5
		4439 Total		2					3	5
			1005							
		4449	9	2						2
		4449 Total		2						2
			1006							
		4491	0	3					1	4
			1032							
			2	2						2
		4491 Total		5					1	6
			1006							
		4495	1	6	2	2	2			2
		4495 Total		6	2	2	2			2
			21							
		<b>COMM Total</b>		<b>4</b>	<b>134</b>	<b>59</b>	<b>11</b>	<b>38</b>	<b>13</b>	<b>34</b>
			21							
		<b>200910 Total</b>		<b>4</b>	<b>134</b>	<b>59</b>	<b>11</b>	<b>38</b>	<b>13</b>	<b>34</b>
<b>200920</b>	<b>COM M</b>	2200	2864	4	5	2	1	5		1
			2919	3	5	6		4		6
			2920	26	3	1	2	7	1	9
			2928	3	3	4	4	4		3

2929	7	8	6	1	2			24
2930	17	3	2	1	1		1	25
2931	7	10	3		4		3	27
2932	5	3	2	2	10		1	23
2933	4	14	2		3		2	25
2934	2	10	4	4	3		1	24
2935	5	5	5	4	1		3	23
2994	3	8	5	1	2		1	20
2995	4	5	1		4		2	16
2996	8				1		5	14
2997	3	1	1		2		3	10
2998	6			1	5			12
3012	5	6	5				3	19
3105	14	3			2		1	20
3106	6	4					2	12
3314	1							1
3347	1							1
	13							
2200 Total	4	96	49	21	60	1	47	408
2201 2921	12	3	3	2	2		1	23
2922	13	5	1	1			4	24
2923	20	4						24
2201 Total	45	12	4	3	2		5	71
2202 2924	5	10	7		1	1	1	25
2925	16	3			2		3	24
2202 Total	21	13	7		3	1	4	49
2215 2926	3	1				1		5
2215 Total	3	1				1		5
2219 2927	4	4				1	2	11
2219 Total	4	4				1	2	11
2249 2936	3						1	4
3143	4			1				5
2249 Total	7			1			1	9
3337 3194			1					1
3337 Total			1					1
3345 2937	5							5
3141	4							4
3345 Total	9							9
4439 2938	4					1		5
4439 Total	4					1		5
4449 2939	1							1
4449 Total	1							1
4491 2940	4							4



				4491 Total	4					4		
				4998 2941				1		1		
				4998 Total				1		1		
					<b>23</b>							
				<b>COMM Total</b>	<b>2</b>	<b>126</b>	<b>61</b>	<b>25</b>	<b>65</b>	<b>6</b>	<b>59</b>	<b>574</b>
					<b>23</b>							
				<b>200920 Total</b>	<b>2</b>	<b>126</b>	<b>61</b>	<b>25</b>	<b>65</b>	<b>6</b>	<b>59</b>	<b>574</b>
<b>200930</b>	<b>COM</b>											
<b>0</b>	<b>M</b>	2200	5408	2	1	1						4
			5409	1	4	4						9
			5478	10	1		1	3			1	16
			2200 Total	13	6	5	1	3			1	29
		2202	5412	6	1	1		1			1	10
			2202 Total	6	1	1		1			1	10
		4491	5496							1		1
			4491 Total							1		1
			<b>COMM Total</b>	<b>19</b>	<b>7</b>	<b>6</b>	<b>1</b>	<b>4</b>		<b>1</b>	<b>2</b>	<b>40</b>
			<b>200930 Total</b>	<b>19</b>	<b>7</b>	<b>6</b>	<b>1</b>	<b>4</b>		<b>1</b>	<b>2</b>	<b>40</b>
<b>201010</b>	<b>COM</b>		1006									
<b>0</b>	<b>M</b>	1105	1	7	6	6	1					20
			9355	12	3					1		16
			1105 Total	19	9	6	1			1		36
		1171	9356	3	6	1	2	3		1	4	20
			1171 Total	3	6	1	2	3		1	4	20
			1019									
		2200	6	2	1							3
			9364	7	7	1	1	2		1	3	22
			9365	11	4	3		3			2	23
			9366	4	4	5	3	3			3	22
			9367	3	4	4		6			4	21
			9368	3	4	2	3	4			3	19
			9369	14	4	1		3			2	24
			9370	14	10	3		2				29
			9371	19	7	3		3			4	36
			9372	2	11	9				1	2	25
			9381	13	8	2					1	24
			9382	14	5	4					1	24
			9383	10	6	2		2			4	24
			9409	4	4	2		5			2	17
			9450	8	5			2		1	3	19
			9540	4		4		2			1	11
			9761	7	14	2		1				24
			9762	1	5	7		6			5	24
			2200 Total	14	103	54	7	44		3	40	391

				0							
2201	9373	10	6	5		3		1		25	
	9374	19	1	1		1			2	24	
	9375	18	6	4						28	
	9763	6	6	1		1			2	16	
2201 Total		53	19	11		5		1	4	93	
2202	9376	1	17	4					1	24	
	9377	12	2			2				16	
	9764	2	7	7		1		1	3	21	
	9765	10	3			1			3	17	
2202 Total		25	29	11		4		1	1	78	
2235	9357	3	6	6				1		16	
2235 Total		3	6	6				1		16	
2241	9358	6	5							11	
2241 Total		6	5							11	
2249	9359	1								1	
2249 Total		1								1	
3320	9851					1				1	
3320 Total						1				1	
3337	9360	2	3						1	6	
	9911	1	2							3	
3337 Total		3	5						1	9	
4431	9758	3		1						4	
4431 Total		3		1						4	
4439	9399	3		1						4	
4439 Total		3		1						4	
4449	9361	1								1	
4449 Total		1								1	
4491	9362	5								5	
4491 Total		5								5	
4495	9363	6	4					2		12	
4495 Total		6	4					2		12	
		27									
	<b>COMM Total</b>	<b>1</b>	<b>186</b>	<b>91</b>		<b>10</b>	<b>57</b>	<b>10</b>	<b>1</b>	<b>56</b>	<b>682</b>
		27									
	<b>201010 Total</b>	<b>1</b>	<b>186</b>	<b>91</b>		<b>10</b>	<b>57</b>	<b>10</b>	<b>1</b>	<b>56</b>	<b>682</b>
<b>20102</b>	<b>COM</b>										
<b>0</b>	<b>M</b>	1199	2751	4	1	1	2		2	10	
		1199 Total		4	1	1	2		2	10	
		2200	2264	11	10	3	1		1	26	
			2265	31	5	1	1	3	8	49	
			2273	1	8	5	8	1	1	24	
			2274	4	9	4	4		3	24	

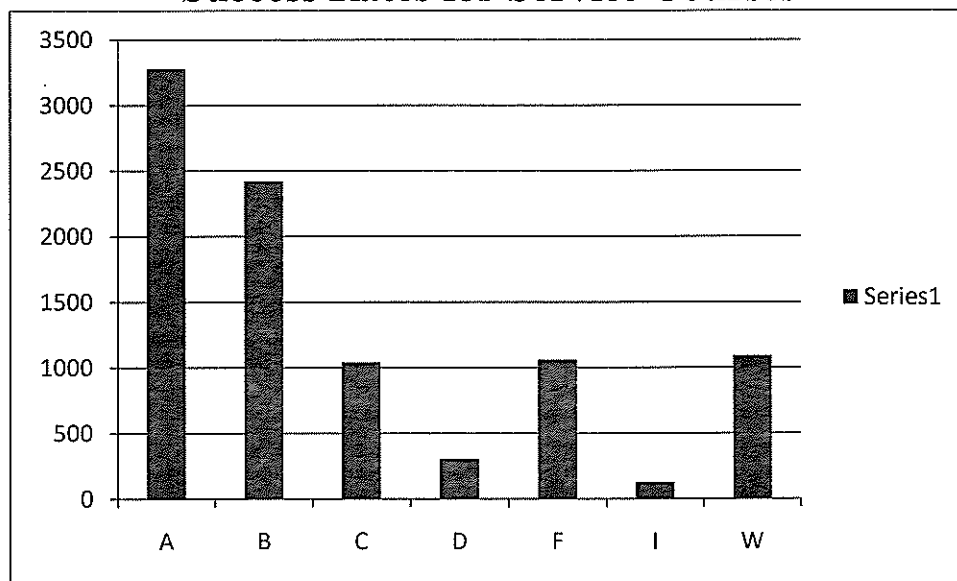
	2275	4	13	3	1	2		1	24
	2276	9	7	1		5	1	2	25
	2278	2	9	4	1	3	1	3	23
	2279	21	1		1	1		1	25
	2335	5	10	4		3		4	26
	2336	5	9	2		2			18
	2337	8	6	6		3		7	30
	2338	8	5		1	2		3	19
	2348	7	4	2	1	3		3	20
	2404	9	2	4	2	3		5	25
	2744	7	8	4	2	4			25
	2745	4	10	2		5		3	24
	2746	1	6	5	2	7		3	24
	2937	3	1	1	1	9		4	19
	2978	3	2						5
	2979	5							5
		14							
2200 Total		8	125	51	13	68	3	52	460
2201	2266	5	2	6		5		6	24
	2267	15	4	3		1		2	25
	2268	22		2		2	2	2	30
2201 Total		42	6	11		8	2	10	79
2202	2269	3	11	7				3	24
	2270	13	4	1		5		1	24
	2748	7	7	4	2	2		2	24
	2749	15	7			2			24
2202 Total		38	29	12	2	9		6	96
2215	2271	3	7	1		3	1		15
2215 Total		3	7	1		3	1		15
2219	2750	2	2	3		2	1		10
2219 Total		2	2	3		2	1		10
2249	2281	2							2
2249 Total		2							2
3345	2282	5					1		6
3345 Total		5					1		6
4439	2283	4							4
4439 Total		4							4
4449	2284		1						1
4449 Total			1						1
4491	2285	2							2
4491 Total		2							2
4998	2286	3							3
4998 Total		3							3

				25										
		<b>COMM Total</b>		3	171	78	1	15	92	8	70	688		
				25										
		<b>201020 Total</b>		3	171	78	1	15	92	8	70	688		
<b>20103</b>	<b>COM</b>													
<b>0</b>	<b>M</b>	2200	5164	2	7	2				1	1	13		
			5209	12	5			1	3			4	25	
			5252	8	1							1	10	
			5309	1	3	2		1	1	1	1	1	10	
		2200 Total		23	16	4		2	4	2	7	58		
		2202	5166	11		2			1			14		
		2202 Total		11		2			1			14		
		<b>COMM Total</b>		34	16	6		2	5	2	7	72		
<b>201030 Total</b>				34	16	6		2	5	2	7	72		
				<b>##</b>	<b>242</b>	<b>104</b>		<b>30</b>	<b>83</b>	<b>12</b>	<b>109</b>			
<b>Grand Total</b>				<b>#</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>5</b>	<b>2</b>	<b>232</b>	<b>0</b>	<b>7</b>	<b>1</b>	<b>9334</b>

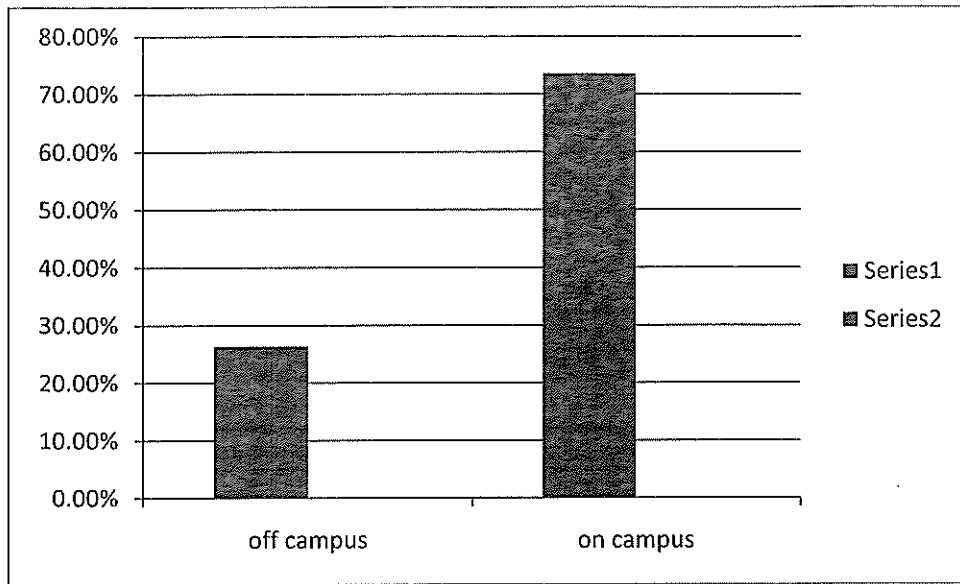
### Service Courses

See table above (SPCH 1100, COMM 2200, 2201, 2202 & 4431)

### Success Rates for Service Courses

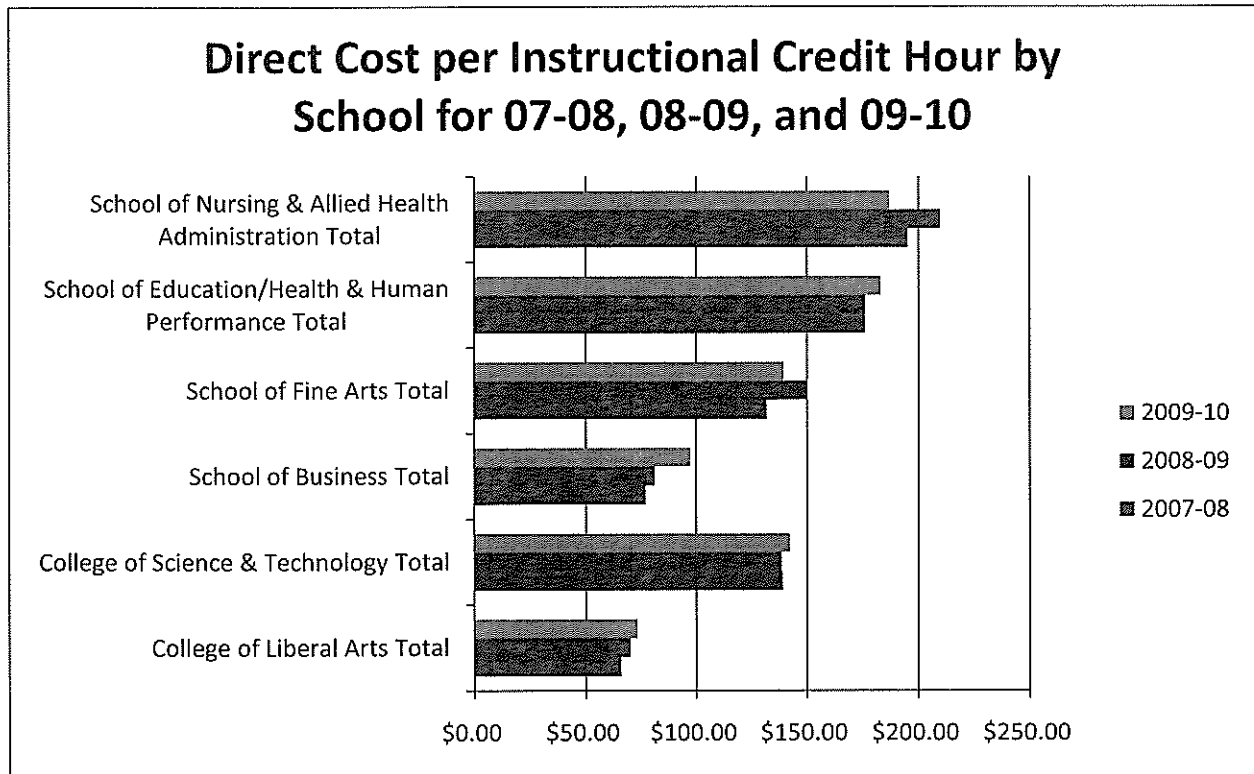


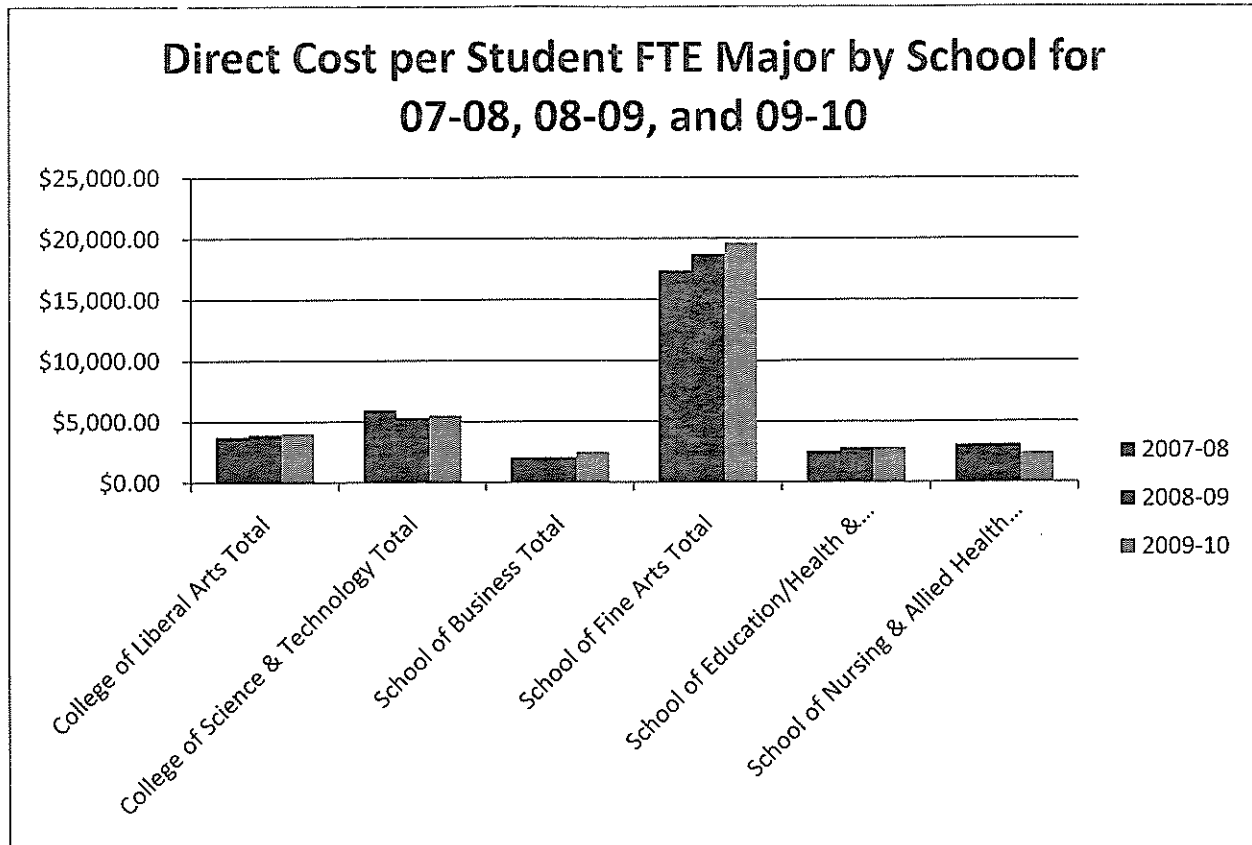
### Off Campus Courses



### Cost/Student Credit Hour

#### Direct Cost per Instructional Credit Hour by School for 07-08, 08-09, and 09-10





## General Education Requirements Met

The Communication Major does not have special General Education Requirements other than those that are specified for a Bachelor of Arts degree at Fairmont State university.

## Assessment Requirement

### Program goals

As a result of this program, students will be able to:

- Craft effective written and spoken messages based on the audience and occasion
- Craft and support a logical argument based on valid research and critical analysis
- Effectively adapt and deliver messages to a live audience

- Collaborate with a team to solve problems in a variety of contexts
- Apply theories of human communication and related research in a variety of contexts including organizations and interpersonal relationships
- Analyze and synthesize information through critical listening
- Communicate ethically
- Apply the appropriate persuasive organizational strategy based upon their audience analysis.

### **Current Program Assessments**

Course level assessments include quizzes, reflections, essays, tests, group discussions, outlines and presentations.

Neely Persuasive Speaking Contest (capstone experience) is attached to the oratory course. Every communication major writes a fully researched and documented persuasive speech. A faculty panel reviews this speech. The students with the best speeches then compete in the Neely Contest where they are assessed by an outside panel of adjudicators.

### **New Assessment Program**

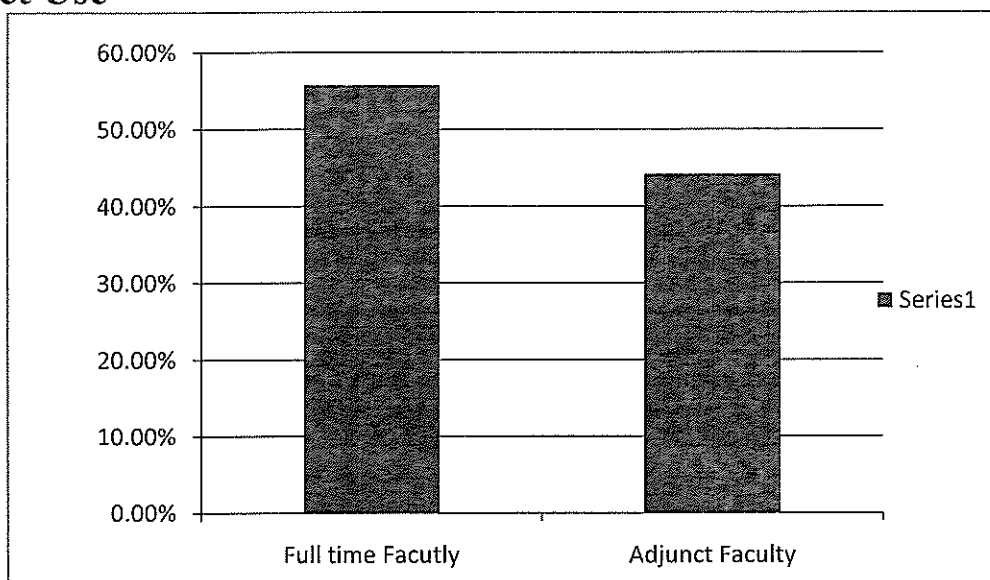
A new program is being instituted for a mid-program review. After the 4<sup>th</sup> semester, students will meet with the faculty to review their progress. The students will present a portfolio of their work based on communication competencies created by the National Communication Association. The faculty will provide the students with feedback to help the students set goals for the next four semesters.

### **Previous examples of Assessment**

Based on an analysis of student success in the COMM 1100 course and to address different disciplines' oral communication needs, three courses were created to replace 1100 all at the 2000 level. The new courses require a prerequisite of ENGL 1104 with a grade of "C" or better. In addition to a basic human

communication course, the other two address the needs of a business student or the need for group communication.

## Adjunct Use



## Retention Rates

Retention Calculations for Speech/Speech Communication/Speech and Drama Programs  
Fall Semester First-time Students

Fall	Cohort Size of Speech / Communication First-time Freshmen	Count of this Fall Cohort Retained until Next Fall IN the Speech / Communication Program	Speech / Communication FT Program Retention Rate	Count of this Fall Cohort Retained until Next Fall at FSU	FSU Retention of Speech / Communication FT Cohort	Count of this Fall Cohort Retained until Next Fall at FSU OR PC&TC	FSU or PC&TC Retention of Speech / Communication FT Cohort
2003	2	1	50.00%	1	50.00%	2	100.00%
2004	2	1	50.00%	2	100.00%	2	100.00%
2005	3	2	66.67%	2	66.67%	2	66.67%
2006	1	1	100.00%	1	100.00%	1	100.00%
2007	1	1	100.00%	1	100.00%	1	100.00%
2008	5	1	20.00%	2	40.00%	3	60.00%
2009	0	0	N/A	0	N/A	0	N/A
7-Yr Mean	2.00	1.17	64.44%	1.50	76.11%	1.83	87.78%



Retention Calculations for Speech/Speech Communication/Speech and Drama Programs  
**Fall Semester Transfer-In Students**

Fall	Cohort Size of Speech / Communication Transfer-In Student	Count of this Fall Cohort Retained until Next Fall IN the Speech / Communication Program	Speech / Communication Transfer-In Retention Rate	Count of this Fall Cohort Retained until Next Fall at FSU	FSU Retention of Speech / Communication Transfer-In Cohort	Count of this Fall Cohort Retained until Next Fall at FSU OR PC&TC	FSU or PC&TC Retention of Speech / Communication Transfer-In Cohort
2003	1	0	0.00%	0	0.00%	0	0.00%
2004	1	0	0.00%	1	100.00%	1	100.00%
2005	3	2	66.67%	3	100.00%	3	100.00%
2006	1	0	0.00%	1	100.00%	1	100.00%
2007	1	1	100.00%	1	100.00%	1	100.00%
2008	2	2	100.00%	2	100.00%	2	100.00%
2009	0	0	N/A	0	N/A	0	N/A
7-Yr Mean	1.29	0.83	44.44%	1.33	83.33%	1.33	83.33%

## Previous Program Reviews

The previous program review was submitted on May 2, 2006 with a recommendation that the program be continued at the current level of activity. The Fairmont State Board of Governors accepted and approved the report at its September 7, 2006 meeting. See Appendix B for previous program review.

## Program Requirements

BACHELOR OF ARTS IN COMMUNICATION	128 SEM. HRS.
Communication Curriculum (see below)	39 SEM. HRS.
General Studies Requirements	40 SEM. HRS.
Free Electives	49 SEM. HRS.

¥ Communication Curriculum

39 SEM. HRS.

Required Courses (36 hrs.)

COMM 1105 VOICE & DICTION	3
COMM 1171 MASS COMMUNICATION	3
COMM 2201 INTRODUCTION TO GROUP DISCUSSION	3
COMM 2202 COMMUNICATION IN THE WORLD OF WORK	3
COMM 2215 NONVERBAL COMMUNICATION	3
COMM 2219 LANGUAGE IN COMMUNICATION	3
COMM 2235 INTERPERSONAL COMMUNICATION	3
COMM 2241 ARGUMENTATION & DEBATE	3
COMM 3337 PERSUASIVE COMMUNICATION	3
COMM 3345 ORATORY	3
COMM 4495 SEMINAR IN COMMUNICATION ISSUES	3
THEA 2220 ORAL INTERPRETATION	3

Communication Electives (3 hrs.)

COMM 1199 SPECIAL TOPICS IN SPEECH COMMUNICATION	1-3
COMM 2249/4449 INTERCOLLEGIATE DEBATE PRACT (I-VIII)	1
COMM 4439 PUBLIC SPEAKING PRACTICUM (I-VIII)	1
COMM 4491 DIRECTED STUDY	1-4
THEA 2228/4428 ORAL INTERPRETATION PRACTICUM (I-VIII)	1

MODEL SCHEDULE

FRESHMAN FIRST SEMESTER

COMM 1105 VOICE AND DICTION	3
G.S./ELECTIVES	13

FRESHMAN SECOND SEMESTER

COMM 2200 INTRODUCTION TO HUMAN COMM	3
THEA 2220 ORAL INTERPRETATION	3
G.S./ELECTIVES	10

SOPHOMORE FIRST SEMESTER

COMM 2201 INTRODUCTION TO GROUP DISCUSSION	3
COMM 2241 ARGUMENTATION AND DEBATE	3
G.S./ELECTIVES	9

SOPHOMORE SECOND SEMESTER

COMM 2202 COMM IN THE WORLD OF WORK	3
COMM 2215 NONVERBAL COMMUNICATION	3
COMM 2219 LANGUAGE IN COMMUNICATION	3
COMM ELECTIVE	1
G.S./ELECTIVES	6

JUNIOR FIRST SEMESTER

COMM 1171 INTRODUCTION TO MASS COMMUNICATION	3
COMM 2235 INTERPERSONAL COMMUNICATION	3
COMM 3337 PERSUASIVE COMMUNICATION	3
COMM ELECTIVE	1
G.S./ELECTIVES	6

JUNIOR SECOND SEMESTER

COMM ELECTIVE	1
G.S./ELECTIVES	16

SENIOR FIRST SEMESTER

COMM 4495 SEMINAR IN COMMUNICATION ISSUES	3
G.S./ELECTIVES	13

SENIOR SECOND SEMESTER

COMM 3345 ORATORY	3
G.S./ELECTIVES	13

MINOR IN COMMUNICATION 24 SEM. HRS.

Required Courses (24 hrs.)

COMM 1105 VOICE & DICTION	3
COMM 1171 MASS COMMUNICATION	3
COMM 2201 INTRODUCTION TO GROUP DISCUSSION	3
COMM 2215 NONVERBAL COMMUNICATION	3
COMM 2219 LANGUAGE IN COMMUNICATION	3
COMM 2235 INTERPERSONAL COMMUNICATION	3
COMM 2241 ARGUMENTATION & DEBATE	3
COMM 3337 PERSUASIVE COMMUNICATION	3

## **Faculty Data**

Please see attached faculty vitae in Appendix A

## **Accreditation/National Standards**

Please see attached report of the outside reviewer in Appendix C.

### **Necessity (§ 4.1.3.3)**

The Communication major is one of the common programs at a university. Tradition has emphasized rhetoric and public address. More modern programs investigate communication theory, group communication dynamics, and intercultural influences. Some include public relations and media studies. Most universities require an oral communication course as part of general education and the communication department provides that service course.

Recent graduates with a BA in Communication hold a variety of positions including those in education, radio, counseling, and business. At the national level they are employed by GE Aeronautics, Amazon.com, and Enterprise Rent a Car, to name a few. Locally our graduates have found employment with the Monongalia County Public Schools, Froggy Radio, and United Biosource. We also have graduates who have continued their education through graduate studies and law school.

### **Consistency with Mission (§ 4.1.3.4)**

Fairmont State University

Fairmont State University, a comprehensive, multi-site, selective institution offers a quality education in a diverse and supportive learning environment that fosters individual growth, professional and career development, lifelong learning, global understanding, and a commitment to excellence in academic and community pursuits. Serving the citizenry of north-central West Virginia and beyond, Fairmont State University is a student centered institution of first choice among students who desire a flexible and relevant learning experience. The University provides a well-rounded education, enabling students to gain the

knowledge and skills needed for self-fulfilling, responsible citizenship and employability in a rapidly changing global environment.

The Mission of Fairmont State University is to provide opportunities for individuals to achieve their professional and personal goals and discover roles for responsible citizenship that promote the welfare of all.

Specifically, the mission of Fairmont State University is to provide programs needed by those in its geographic service area, to the extent permitted by its financial and human resources and its assigned role in the state's system of public higher education.

This mission is accomplished by meeting these objectives:

- Offering a broad range of traditional baccalaureate degree programs in the arts and sciences, teacher education and business administration.
- Providing opportunities for occupationally-oriented baccalaureate study through expansion of existing industrial technology programs and the development of additional career-related curricula.
- Bringing selected study opportunities into communities in the University's service region through the use of the mass media, regional educational centers, external degree programs and other forms of nontraditional study.
- Encouraging a broad segment of the populace, including various age groups and the economically deprived, to avail themselves of educational opportunities.
- Serving the greatest number of students by holding University costs at the lowest possible level and providing financial support to those who need it to gain equal access to higher education.
- Relating the breadth of the curriculum to the availability of appropriate employment opportunities and the needs of business, industrial and public service agencies in the University's service area.
- Offering continuing education programs to provide career enhancement, cultural enrichment and personal skill development.
- Providing advisory, counseling, and placement services to enable students to make satisfactory decisions about academic and personal problems and to make successful career and employment choices.

- Offering a variety of cultural, recreational, and social activities to complement academic pursuits.

The Communication Program provides local businesses, industries and public service agencies with graduates who can assist with their communication needs. The program provides students with the opportunity to improve the quality of their communication skills and grow as an individual as well as the opportunity to prepare for employment, graduate/professional study and participation in civic life. The program obviously also services the general education needs of the University and it's various other programs and provides students with extracurricular outlets such as colligate debate. Specialized communication courses may be developed to satisfy specific programmatic needs when requested such as Education (classroom communication) or Nursing (healthcare communication).

APPENDIX A  
FACULTY VITAE

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## VITA

# Robert E. Mild, Jr.

*Address:* 208 Gilbob Street                      *Office*        FSU – School of Fine Arts  
Fairmont, WV 26554                      *Address:*    Fairmont, WV 26554  
*Telephone:* (304) 363-0683                      *Telephone:* (304) 367-4167  
*Email:* [robert.mild@fairmontstate.edu](mailto:robert.mild@fairmontstate.edu)

## ***EDUCATION***

<i>Institution</i>	<i>Major</i>	<i>Degree</i>	<i>Year</i>
<b>University of Pittsburgh</b> Pittsburgh, PA 15260	<b>Communication</b>	<b>Ph.D.</b>	<b>1989</b>
<b>West Virginia University</b> Morgantown, WV 26505	<b>Speech Communication</b>	<b>M.A.</b>	<b>1979</b>
<b>West Virginia Wesleyan College</b> Buckhannon, WV 26201	<b>Social Sciences</b>	<b>B.A.</b>	<b>1975</b>

## ***TEACHING EXPERIENCE***

<b>8/88 – Present</b>	<b>Professor Senior Level</b>	<b>Tenured</b>
	<b>Fairmont State University</b>	
	<b>Courses:</b>	
	Communication in the Classroom	
	Interpersonal Communication	
	Language in Communication	
	Nonverbal Communication	
	Organizational Communication	
	Persuasive Speaking	
	Small Group Communication	
	Speaking for Business and the Professions	
	Speech Communication Practices	
	Speech Communication Theory	
<b>8/00 – 5/01</b>	<b>Visiting Lecturer</b>	
	<b>West Virginia University</b>	
<b>8/90 – 12/91</b>	<b>Adjunct Professor</b>	
	<b>West Virginia Wesleyan College</b>	
<b>8/85 – 5/88</b>	<b>Adjunct Instructor</b>	
	<b>University of Northern Iowa</b>	



## ***PUBLICATIONS***

Student Success Manual to accompany, In the Company of Others, Dan Rothwell, Oxford University Press, 2010

Workbook to accompany, In the Company of Others, Dan Rothwell, Mayfield Publishing, 1999

“Does It Work?: A Roundtable Discussion of Teacher Immediacy”, paper presented to the Eastern Communication Association Convention, New York, NY, April, 1996

“The Basic Course and Communication Across the Curriculum Programs: Realizing the Goals of General Education and SCA Sophomore Speaking and Listening Competencies”, paper presented to the Eastern Communication Association Convention, Pittsburgh, PA, April, 1995

“Impromptu Teach-Off: Preparation and Delivery”, paper presented to the Eastern Communication Association Convention, Washington, DC, April, 1993

With Richard West, “Parents, Teachers and Learning: Fostering Communication Skills in Children”, *Day Care and Early Education*, Vol. 21, No. 4, Summer, 1994, pp. 15 – 19.

“Children and Conflict Skills”, paper presented to the Speech Communication Association Convention, Miami, FL, November, 1993

“Playing It SAFE: One School’s Success at Managing Conflict”, paper presented to the International Association for Conflict Management Conference, Minneapolis, MN. June, 1992

“An Analysis of Conflict Management in Grades 3 through 8”, paper presented to the Speech Communication Association Convention, Chicago, IL, November, 1990  
(Competitively Selected)

## ***PROFESSIONAL DEVELOPMENT***

2010	Reviewer, Pearson, Allyn & Bacon
2010	Reviewer, Bedford/St. Martin
2010	Attendee, HEPC Finance Summit
2010	Attendee, MRDC Create WV Conference
2009	Workshop Presenter, FSU
2009	Workshop Presenter, FSU
2008	Debate Moderator, Buchanan vs. Martin, FSU
2008	Reviewer, Oxford University Press
2008	Reviewer, Pearson, Allyn & Bacon
2008	Reviewer, McGraw- Hill

2007 Reviewer, Oxford University Press  
2007 Officer, West Virginia Intercollegiate Forensics Association  
8/89 – 2/06  
2005 Reviewer, McGraw-Hill  
2004 Debate Moderator, Sharpton vs. Carlson, FSU  
2004 Analyst, Times West Virginian  
2002 Actor/Lead Role, The Wizard of Oz, FSU  
2001 Reviewer, Allyn & Bacon  
2001 Actor, Charlotte's Web  
2000 Key Note Speaker, New Student Convocation  
1999 Reviewer, Addison Wesley Longman  
1999 Reviewer, Allyn & Bacon  
1998-1999 Leadership Marion XVII  
1998 Reviewer, Mayfield

## **Education**

Ed. D. Curriculum and Instruction

Minors - Theatre and English

West Virginia University 1998

Dissertation - Take Center Stage: The Perceived Effect of Performance-based Teaching Methodology on Students' Understanding of Shakespeare's A Midsummer Night's Dream

Additional Coursework in Organizational Communication

West Virginia University 2002-2003

Recent Professional Development

National Puppet Festival, Georgia Tech University, Atlanta GA 2009

"Devising for the High School Audience" – Paul Kaplan School for Educational Drama, The City University of New York, Instructor Gwen Hardwick 2008

"Theatre of the Oppressed" – Paul Kaplan School for Educational Drama, The City University of New York, Instructor Chris Vine 2007

"The World of the Teaching Artist" – Paul Kaplan School for Educational Drama, The City University of New York 2006

"Turning Personal Stories into Tellable Tales" – East Tennessee State University Summer Institute 2006

M.A. Counseling

West Virginia University 1987

B.A. Education

Glenville State College 1982

Teaching Certificates - English and Oral Communication 7-12

Magna Cum Laude

## **Professional Experience**

Associate Professor of Communication and Theatre

August 2000- current

School of Fine Arts

Fairmont State University

Fairmont, WV

Coordinator for the Arts

1998- August 2000

Office of Instructional Services

West Virginia Department of Education

Charleston, WV

Teacher: theatre, speech, English  
Theatre director, Thespian sponsor and forensic team coach  
Preston High School 1991-1998  
Kingwood, WV

Teacher: English, theatre, speech, yearbook, mass media.  
Forensic team coach, theatre director, Thespian sponsor, yearbook advisor  
Central Preston High School 1985-1991

Teacher: English and creative drama  
Aurora Junior High School 1983-1985

Teacher: English, theatre and speech  
Theatre director and Forensic team coach  
Hundred High School 1982-1983

#### Associate Professor of Communication and Theatre Arts

I teach Introduction to Communication, Listening Theory, Children's Drama, Creative Drama, Puppetry, Storytelling, Oral Interpretation, and Methods and Materials in the Teaching of Theatre and Communication. I direct one play or musical each academic season. I also coach the oral interpretation team, advise the Masquers student theatre producing organization, supervise student teachers, direct the theatre education practicum, recruit new students, provide assistance to K-12 teachers and various non-profit organizations, and serve as the faculty senate secretary and as a member of the Fairmont State strategic planning oversight committee. I also served as a member of the steering council and draft committee for the strategic plan. I worked on the Theatre Education program which was approved by the WV Department of Education. In 2003-2004, I served as the coordinator for the Department of Communication and Theatre Arts. In 2001, I prepared the NCATE report for the oral communication (communication and theatre) teaching certificate program and worked on a full-scale departmental curriculum revision.

#### Coordinator, the Arts

As the Coordinator for the Arts at the West Virginia Department of Education, I served as the liaison for fine arts teachers (dance, music, theatre and visual art) to the Department and the West Virginia State Board of Education. I wrote and administered grants, conducted surveys, interpreted data and provided information related to WV State Board of Education Policies to parents, teachers and administrators and provided technical assistance to county school systems. I worked with West Virginia Commission on the Arts and other arts organizations in coordinating professional development activities for educators.

#### K-12 Teaching Experience

I taught theatre, communication and English (grades 7 through 12) in West Virginia public schools for 16 years including classes in remedial and college preparatory English and language arts related electives in yearbook and mass media communication. The student populations of

the schools I worked in ranged from 180 students to 1200 students. At Preston High School, I directed a full-scale theatre program involving approximately 200 students per year in Drama I, acting and directing, play production and musical theatre classes. I have directed over thirty high school plays.

### Presentations

“Stories in your own backyard: Devising an original play about the 1968 Farmington Mine Disaster” Southeastern Theatre Conference, Lexington, KY, 2010 and American Alliance for Theatre and Education, San Francisco 2010

“Reflections on the use of ASL in a University Production of Wiley and the Hairy Man” American Alliance for Theatre and Education Conference, New York, New York, 2009

“Old Time Radio Brings Local History to Life: Using Images to create story for Old Time Radio Style Readers Theatre” South Eastern Theatre Conference, Chattanooga, Tennessee and American Alliance for Theatre and Education, Atlanta, Georgia, 2008

“Communication in Action: A Roundtable Discussion on the Use of Storytelling and Narrative in Higher Education” Panelist, National Communication Association Conference, New Orleans, Louisiana, 2002

“Theatrelink: Playwriting in the English Classroom.” Presentation at the National Council of Teachers of English Conference with David Shookoff, Director of Education, Manhattan Theatre Club. November 1998, Nashville, Tennessee

“Young Adult Literature/Adult Literature: What’s the Difference? Themes, Characters, Issues in Young Adult Literature.” (Asian American Literature) Panel presentation, National Council of Teachers of English. November 1996, Chicago, Illinois

“Creative Drama in the Secondary Classroom.” Presentation at the National Council of Teachers of English Spring Convention. March 1994, Portland, Oregon

“Looks 10, Dance 3 or How Assessment Improves Performance.” (Performance Assessment) West Virginia Music Educators Association Conference, March 1999, Charleston, West Virginia; Ohio County School Staff Development, August 1999, Wheeling WV; 1999 Fall Performing Arts Conference, Wheeling WV

“Teaching Shakespeare through Performance.” Leaders of Learning Conference, August 1998, Charleston, West Virginia; West Virginia English Language Arts Council Conference, April 1999, Parkersburg, West Virginia; Ohio County Schools Staff Development, August 1999, Wheeling, WV.

## Grants

2010-2011 Mountain State Storytelling Institute funded by the West Virginia Humanities Council (\$7000)

2009-10 Mountain State Storytelling Institute funded by the West Virginia Humanities Council (\$8000)

2009 – Mini Grant for performance for the Mountain State Storytelling Institute from the WV Commission on the Arts (\$1000)

2008-09 – Mountain State Storytelling Institute funded by 2 mini-grants (\$2800) from the WV Humanities Council

2007-2008- Mountain State Storytelling Institute funded by the West Virginia Humanities Council. (\$5000) This project was a two-day professional development opportunity for teachers, students, storytellers and storytelling patrons sponsored by Fairmont State University and the West Virginia Storytelling Guild.

2001- Arts Action Project funded by the West Virginia Commission on the Arts, The Claude Worthington Benedum Foundation and the Secretary for Education and the Arts. (\$18,000) This project included the writing, printing and disturbing of the *Arts Action!* Resource Kit.

2000- Statewide K-12 Arts Assessment Feasibility Study funded by the National Endowment for the Arts (\$10,000).

September 1999 - WV AIM: Arts Initiative for the Millennium funded by the National Endowment for the Arts (\$10,000). The project assessed fine arts teachers' professional development needs in K-12 public schools in West Virginia. Project partners were the West Virginia Commission on the Arts, the Clay Center and Arts Advocacy West Virginia.

July 1998 - Get into the Act: Teaching Shakespeare through Performance funded through the West Virginia Humanities Council (\$20,000) and the Eberly College of Arts and Sciences. This project was a two-week institute for practicing teachers for graduate credit with Dr. William French, West Virginia University English Department.

## Projects

2010 Mentored Celi Oliveto SURE Fellowship.

2009 Mentored students working on a reader's theatre about Arthurdale, WV, the first New Deal Homestead Community. Coordinated student travel to Roosevelt Presidential Library in Hyde Park, New York for research. The reader's theatre was performed for the 75<sup>th</sup> Anniversary of Arthurdale and for Family Day of Mountaineer Week at West Virginia University.

2007-2009 Mentored students working on From Memory to Mouth: Stories from the Farmington Mine Disaster, an ethnographic story theatre project supported by an undergraduate research grant from Fairmont State. The project resulted in a full-length theatre production.

2006 Mentored students working on Old Time Radio Show Project supported by an undergraduate research grant from Fairmont State. Students worked with 10-13 year olds in an after school creative drama class to create and perform a readers' theatre from collected materials.

2006 Mentored student working on Landmark Youth Theatre Project supported by an undergraduate research grant from Fairmont State. A student researched the effectiveness of a theatre for development model with students in an after school program in a rural WV community.

2000-2002 *Arts Action!* Project Director. Grant writer and principal writer for the *Arts Action!* Resource Kit and *Arts Action!* website.

1996-1998 - Theatrelink. Participated in a pilot project with the Manhattan Theatre Club and IBM connecting rural schools to theatre professionals via the Internet.

### **Publications and Professional Writing**

Principal writer for the *Arts Action!* Resource Kit, an advocacy tool for parents, teachers and community leaders sponsors by Arts Advocacy West Virginia. 2002

Regular contributor to ArtWorks, the quarterly publication of the West Virginia Commission on the Art and the Division of Culture and History. 2000-2002

“Professional Development for Arts Teachers” Basic Education: A Monthly Forum for Analysis and Comment, Vol. 45, no. 4, December 2000

Coordinator's Column for *Notes A Tempo*, the W V Music Educators Journal 1998-99.

“Writing from a Sense of Place: Transitions through Folklore.” Traditions, Vol. 4, 1996.

“Take Center Stage: A Call for the Revival of Creative Drama in the English Language Arts.” West Virginia English Journal, Spring 1993.

“TEACHING ENGLISH THROUGH THE ARTS: Practical Activities to Makes Classes More Fun.” Book Review, West Virginia English Journal, Spring 1993.

### **Professional Organizations**

American Alliance for Theatre and Education  
National Storytelling Network

Puppeteers of America  
West Virginia Theatre Conference  
National Communication Association 2001-2006  
Educational Theatre Association 1996 – 2006  
National Council of Teachers of English 1992 - 1998  
West Virginia Arts Advocacy Foundation Board of Directors 1999-2003  
Doctoral Student Assembly of NCTE, Co - president, newsletter editor, 1992-94

### **Professional Activities**

Theatre Education Certification New Program Development 2008  
WV Department of Education Revision Team for K-12 Theatre Content Standards 2006  
Prickett's Fort Curriculum Development Team 2006  
Developed curriculum materials with Ilene Evans for the Old Time Radio Show Project  
WV Theatre Conference Board of Directors, College/University Representative 2004-2006  
Adjudicator for Region VI Thespian Conference 2005, 2006  
Host for Region II Thespian Conference 2004  
Grant Reader for National Endowment for the Arts, Arts in Education, Washington, D.C. 2003  
Adjudicator for West Virginia Theatre Conference Secondary School Play Festival 2002

### **Committees**

Curriculum Committee 2010-2011  
Faculty Welfare Committee 2008-2010  
Fairmont State Strategic Planning Oversight Committee  
Fairmont State Faculty Senate 2004-2007  
Faculty Senate Secretary 2005 – 2007  
Fairmont State Strategic Planning Draft Committee 2006  
Fairmont State Strategic Planning Task Force 2005  
Utilization of Adjunct Faculty Task Force 2005  
FS School of Fine Arts Theatrical Design Search 2005  
FS School of Fine Arts Piano Search 2003  
Fairmont State Curriculum Committee 2002-2003  
FS School of Fine Arts Chair Search 2002  
FS Artist-in-Residence Committee 2001-present  
West Virginia University College of Creative Arts Dean Search 1999  
Clay Center for the Arts and Sciences Education Committee 1999  
West Virginia Commission on the Arts Grant Panel 1999  
Martin Luther King Jr. Holiday Commission (WVDE Representative) 1999  
West Virginia Department of Education Safe Schools Committee 1999  
Writing Committee for the WV Instructional Goals and Objectives for Theatre 1995-97

### **Awards or Honors**



2008 Boram Award for Teaching Excellence at Fairmont State University  
2006 Arts and Humanities Commission of Fairmont Theatre Education Award  
2005 Nominee for Governor's Award for Arts in Education  
2000 West Virginia Art Education Association Administrator of the Year  
1995 Rotary International Group Study Exchange Team to Japan  
1991 Selected for the West Virginia Humanities Council's summer seminar, "Shakespeare: From Text to Performance" in the United Kingdom.  
1988 Preston County Teacher of the Year

### Workshops

2009 Listening workshops for FSU staff

2008 Professional Development Week workshop for FSU staff on the use of the Wiki to promote collaborative writing and the use of Windows Movie-Maker to document community service learning.

2006 Marion County Math Academy "Drama Across the Curriculum"

2005 "Performance Assessment in the Theatre Classroom" Professional Development Workshop for Theatre Teachers, Virginia Beach, VA

2004 "Performance Assessment in the Theatre Classroom" Assessment Conference for WV Arts Teachers, sponsored by the WV Department of Education, Charleston, WV

1999-2000 "Performance Assessment: When a Test Just Isn't Enough" 1999 Leaders of Learning, WV Music Educators Conference, Clay County Middle School Institute, Summer Dance Workshops

1998-99 "Drama as a Strategy to Teach Reading." Leaders of Learning Title I Reading and Math Academy, Monongalia County Schools Summer Staff Development Conference, West Virginia Energy Express Coordinator and Mentor Training, Mineral County Schools Staff Development Training, Wirt County Schools Staff Development Training, McDowell County Schools Assessment Institute

1998-99 "The Way West: Using Drama to Teach Writing." West Virginia Early Literacy Conference, Monongalia County Schools Summer Staff Development Conference, West Virginia Energy Express Coordinator and Mentor Training, Mineral County School Staff Development Training, Wirt County Schools Staff Development Training

1999 "Disciplining Students with Disabilities" West Virginia Department of Education Safe School Conference, Charleston, West Virginia

1998 "Non-routine Strategies: Using Drama in Math." Leaders of Learning Title I Reading and Math Academy, Charleston, West Virginia

### **Fine Arts Coordinator Activities**

Coordinated 2000 Summer Dance Workshops for teachers with guest artists in three locations. These workshops were funded by the West Virginia Department of Education, the West Virginia Commission on the Arts, and the Title II Eisenhower Professional Development Program.

Coordinated the Governor's Institute for Arts Education held at Marshall University, July 17-19, 2000. The Institute was a professional development opportunity for 80 teachers in the areas of instrumental music, vocal music, visual art, dance, theatre and art integration. This project was a partnership with the West Virginia Commission on the Arts and Marshall University College of Fine Arts.

Assisted RESA IV, Carnegie Hall (Lewisburg, WV) and Greenbrier County School in writing a grant application for the Teach SmART Professional Development Program that resulted in a \$150,000 award from Education First.

Coordinated the AMAN folk dance workshop, a professional development workshop for new dance teachers, in coordination with the Clay Center for the Arts and Sciences. AMAN is a 35-year old folk dance and music company based in Los Angeles, CA.

Coordinated the 1999 Fall Performing Arts Conference, a professional development conference for dance, music and theatre teachers held at Oglebay Park in Wheeling WV, organized in partnership with the West Virginia Music Educators Association, the West Virginia Commission on the Arts and the West Virginia Department of Education.

Coordinated the "Theatre Think-tank" and workshop for new theatre teachers to support the 1998-1999 school year mandate that all West Virginia Schools offer one level of theatre. Funded by Title II and the West Virginia Department of Education.

Coordinated the "Fundamentals of Computer Graphics" workshop for 44 middle and high school visual art teachers funded by Title II and the West Virginia Department of Education. 1999.

### **Job Related Activities**

Coordinated tour of Fairmont State's production of Wiley and the Hairy Man to West Virginia School for the Deaf and Blind and schools in central West Virginia 2008

Provided workshops for Creating Story with Images for high school theatre students at West Virginia Theatre Conference, Nicholas County High School and Lewis County High School 2007

Supervised the devising of the script for A Sense of Place, a reader's theatre in the style of an old time radio show 2007

Creative Drama Workshops (4 days) for 4<sup>th</sup> Grade Students at West Milford Elementary 2006

Coordinated student travel to the National Storytelling Festival in Jonesborough, TN. 2004, 2005, 2009

Taught creative drama classes for Fairmont State Arts Smarts sponsored by GEAR-UP. 2004-2006

Coordinator for Department of Communication and Theatre Arts. 2003-2004

Updated Department Communication and Theatre Arts Student Handbook. 2003

Created informational handout for adjunct faculty for SPCH 1100: Introduction to Communication. 2003

Hosted the Fairmont State Invitational High School Forensic and Debate Tournament 2003, 2004, 2005, 2007, 2008, 2009

Coordinated the tour of Fairmont State's productions of *Tales of Trickery* and *Us and Them* to the Clay Center in Charleston, WV. 2004

### **Directing**

2010	Cinderella	Town and Gown
2010	Children's Letters to God	Town and Gown Youth Company
2009	Remembering No. 9	Masquers
	An original theatre peice	
2009	Willy Wonka, Jr.	Town and Gown Youth Company
2009	Remembering No. 9 Workshop	Masquers
2008	Scrooge	Town and Gown
2008	Once on this Island Jr	Town and Gown Youth Company
2008	Wiley and the Hairy Man	Fairmont State Masquers
2007	A Sense of Place: A Devised Theatre Piece	
2006	Oliver!	Masquers and Town and Gown
2005	Seussical	Masquers and Town and Gown
2005	Honk!	Town and Gown
2004	A Christmas Carol	Masquers and Town and Gown
2004	School House Rock Live	Town and Gown
2004	Tales of Trickery/ Us and Them	Fairmont State Masquers
2003	Adrocles and the Lion	Fairmont State Masquers
2002	The Wizard of Oz	Town and Gown
2002	A Thousand Cranes	Fairmont State Masquers
2001	Charlotte's Web: The Musical	Town and Gown

### **Community Service**

Prickett's Fort Education Committee – current

Curriculum consultant to Voices from the Hills, a nonprofit arts education performing company in Thomas, WV 2005 - present

Appalachian Education Initiative Board of Directors, 2004- 2009

Cast of Talking With...., Backyard Theatre, Fairmont, West Virginia, 2004

Drama Instructor, Marion County 4-H Camp, 2002

Drama Workshop, Marion County Promise, 2001

Directed *The Fabulous Fable Factory*, Backyard Theatre, Fairmont, West Virginia, 2001

Cast of Nunsense III: The Jamboree, Backyard Theatre, Fairmont, West Virginia 2000



## V I T A

**John E. O'Connor, Ph.D.**  
615 Coleman Avenue  
Fairmont, West Virginia 26554  
(304) 367-4817 - Day  
(304) 363-8959 - Evening  
John.OConnor@fairmontstate.edu

### TEACHING EXPERIENCE

1998 to present:	Fairmont State University	Fairmont, West Virginia	Professor of Theatre Coordinator, Department of Communication and Theatre Arts Granted tenure in 2001.
1992 to 1998:	University of North Alabama	Florence, Alabama	Assistant Professor of Theatre Granted tenure in 1996.
1990 to 1992:	Buena Vista University	Storm Lake, Iowa	Assistant Professor of Theatre
1986:	University of Puget Sound	Tacoma, Washington	Instructor
1984 to 1985:	Columbia College	Seattle, Washington	Instructor
1979 to 1982:	University of Washington	Seattle, Washington	Teaching Assistant

### EDUCATION

Ph.D., Drama, 1989. University of Washington. Seattle, Washington.  
Dissertation -- Revolution and the Society of the Spectacle: A Critical Analysis of Selected Plays by Howard Brenton.  
Teaching Assistant, Undergraduate Student Advisor.

M.A., Theatre, 1978. Miami University. Oxford, Ohio.  
Emphasis -- Directing, Contemporary British and American Theatre and Dramatic Literature.  
Phi Kappa Phi, Teaching Assistant, Scene Shop Supervisor.

B.S.Ed., Theatre/Speech Communication, 1975. Northern Illinois University. DeKalb, Illinois.  
Emphasis -- Acting, Directing, Theory and Criticism.  
Talented Student Scholarship.

### PROFESSIONAL AFFILIATIONS

Association for Theatre in Higher Education  
American Theatre and Drama Society  
American Society for Theatre Research  
Theatre Communications Group

### ACADEMIC HONORARIES AND HONORS

Fairmont State University Faculty Achievement Award 2008  
Who's Who Among America's Teachers 2000-2001 and 2003-2004  
Phi Kappa Phi  
Alpha Psi Omega

### COURSES TAUGHT REGULARLY

Theatre History I and II	Text Analysis
Introduction to Theatre	Theatre Appreciation
Survey of Dramatic Literature and Criticism	Theatrical Makeup
Theatre Business Management and Promotion	Senior Comprehensive Project
Experiencing the Arts (team taught with Music and Art Faculty colleagues)	Introduction to Human Communication

### COURSES TAUGHT OCCASIONALLY

Fundamentals of Acting  
Modern Drama  
Plays for Public Spaces  
Advanced Acting  
Improvisation  
Voice & Diction  
Stage Management/Theatre Management  
Senior Seminar: Women in Communications

Directing  
Women's Work: Plays By Women  
Children's Drama  
Creative Drama Practicum  
Oral Interpretation  
Stagecraft  
Senior Seminar: Culture and Communications  
Methods and Materials for Teaching Theatre and Speech

#### PUBLICATIONS

- "Excessive Greed, Excessive Visions: Brenton and Hare's *Brassneck* and *Pravda*" in "*To Have or Have Not*": *New Essays on Commerce and Capital in Modernist Theatre*, ed. James Fisher. McFarland & Company, Publishers, Inc. Early 2011. Invited to submit article by editor.
- "Writing Assignments in Dramatic Literature Course" in *Mid-America Theatre Conference Pedagogy Papers*, March 2006. Electronic, juried publication.
- "From *Sore Throats* to *Greenland*: Howard Brenton's Utopian Plays" in *Criminal Justice Review*, December 2005. Juried publication.
- "Dancing with Freud: Slawomir Mrozek's *Tango*" in *Studies in the Literary Imagination*, Spring 2002. Juried publication.
- "Disrupting the Spectacle: French Situationist Political Theory and the Plays of Howard Brenton" in *Theatre Symposium*, Winter 2001. Juried publication.
- Article on Howard Brenton in *British Playwrights 1956 - 1995: A Research and Production Sourcebook*, ed. William Demastes. Greenwood Publishing, September 1996. Invited to submit article by editor.

#### CONVENTION PAPERS

- Workshop Panel. Competitive Panel. "Stories in Your Own Backyard: Devising *Remembering #9*"  
2010 Conference of the American Association for Theatre in Education, San Francisco  
Co-presenter
- Workshop Panel. Competitive Panel. "Witnessing Disaster: Representing the Holocaust"  
2009 Conference of the South Atlantic Modern Language Association, Atlanta  
"Elie Weisel's *The Trial of God: A Purimschpiel* for Our Time"
- Workshop Panel. Competitive Panel. Society for the Study of Multi-Ethnic Literature in the United States  
2008 Conference of the South Atlantic Modern Language Association, Louisville.  
"Subverting Black Theatre: 'The Last Mama-on-the-Couch Play' in George C. Wolfe's *The Colored Museum*"
- Workshop Panel. Competitive Panel. "Gender Spies/Gender Traitors in Modern Drama"  
2007 Conference of the South Atlantic Modern Language Association, Atlanta.  
"Betraying Gender-Supporting Patriarchy-Surviving: What's a Woman to Do? Caryl Churchill's *Vinegar Tom*"
- Workshop Panel. Competitive Panel. "Feminist Witchcraft in Literature, Film, and Social Movements"  
2007 Conference of the Northeast Modern Language Association, Baltimore.  
"Plays About Witches with No Witches in Them: Caryl Churchill's *Vinegar Tom* and Suzan Zeder's *Mother Hicks*"
- Workshop Panel. Competitive Panel. "Literary Utopias"  
2005 Conference of the Society for Utopian Studies, Memphis.  
"From *Sore Throats* to *Greenland*: Howard Brenton's Utopian Plays."
- Workshop Panel. Competitive Panel. "Literary Excess"  
2004 Central New York Conference on Language and Literature, Cortland.  
"Excessive Greed, Excessive Visions: Brenton and Hare's *Brassneck*."

#### CONVENTION PAPERS

- Workshop Panel, Chair. "Literature and Politics: Dramatic Configurations" Competitive Panel.

- 2002 Conference of the Popular Culture Association, Toronto.  
 "Disrupting the Spectacle: French Situationist Political Theory and the Plays of Howard Brenton."
- Workshop Panel. Competitive Panel. 2001 Conference of the Midwest Modern Language Association. Cleveland.  
 "Fifth-Century Tragedy in Twentieth-Century Ireland: Brendan Kennelly's Greek Tragedies."
- Workshop Panel. Competitive Panel. 2000 Conference of the Association for Theatre in Higher Education. Washington, DC  
 "Spiritual Disciplines and Acting/Directing Pedagogy/Practice."
- Theatre Symposium. Competitive Panel. 2000 Southeastern Theatre Conference. Knoxville.  
 "Disrupting the Spectacle: French Situationist Political Theory and the Plays of Howard Brenton."
- Workshop Panels. Competitive Panels. 1998 Conference of the International Society for the Study of European Ideas. Haifa.  
 "Authentic Revolution: Trevor Griffiths' *The Party*."  
 "The Violence of Education: Howard Brenton's *Gum and Goo* and *The Education of Skinny Spew*."  
 "Privacy, Poetry, and Revolution: Howard Brenton's *Bloody Poetry*."  
 "Exploring the Past, Reproving the Present, Shaping the Future: Howard Brenton's *The Romans in Britain*."
- Theatre History Symposium. Competitive Panel. 1991 Mid-America Theatre Conference. Chicago.  
 "Excessive Greed, Excessive Vision: Brenton and Hare's *Brassneck*."
- Dramatic Criticism Panel. Competitive Panel. 1988 Association for Theatre in Higher Education Convention. Chicago.  
 "The Pain of Utopia: Howard Brenton's *Bloody Poetry*."

#### BOOK REVIEWS

- Review of *Trevor Griffiths: Politics, Drama, History* in *Theatre Survey*, Spring 2001.
- Review of *The Arts Equation: Forging a Vital Link Between Performing Artists & Educators* in *New England Theatre Journal*, Fall 2000.

#### KEYNOTE ADDRESS

- 2005 Governor's Honors Academy Favorite Educator Ceremony  
 "Creativity and Consciousness."

#### LECTURES/READINGS/COURSES IN OTHER VENUES

- 2010 Fairmont State University/Gear-Up ArtsSmarts Camp  
 Scene Study – Given Circumstances
- 2010 Fairmont State University Honors Student Association  
 "Directing *Anton in Show Business*"
- 2009 Fairmont State University/Gear-Up ArtsSmarts Camp  
 Introduction to Scene Study
- 2008 Fairmont State University Honors Student Association  
 "Directing *The Mandrake*"
- 2007 Fairmont State University Honors Student Association  
 "Directing *Top Girls*"
- 2007 Fairmont State University Women's Studies Colloquium  
 "Directing *Top Girls*"
- 2007 Fairmont State University Honors Student Association  
 "Directing *The Merchant of Venice*"
- 2007 West Virginia Governor's Honors Academy  
 Plays for Public Places  
 Plays of Faith and Spirituality

#### LECTURES/READINGS/COURSES IN OTHER VENUES

- 2006 West Virginia Governor's Honors Academy



Plays for Public Places  
Plays by Women

- 2005 Fairmont State University Modern Drama class  
"Acting in *All My Sons*"
- 2003 Fairmont State University Women's Studies Colloquium  
"Directing *A Doll House*"
- 2003 Fairmont State University Honors Student Association  
"Directing *A Doll House*"
- 2003 Fairmont State University Honors Program Evening of "Other" Voices  
"Tony Kushner's 'The Other: Being Gay in America'"
- 2003 Fairmont State University Modern Drama class  
"What's 'Modern' in Modern Drama?"  
"Directing *A Doll House*"
- 2003 Fairmont State University Honors Seminar  
"Spirituality and Creativity"
- 2003 Fairmont Senior High School Literature Club  
"Spirituality and Creativity"
- 2002 Fairmont State University Honors Program Evening of Women Writers  
"An excerpt from Elizabeth Robins' *Votes for Women!*"
- 2001 Fairmont Senior High School Literature Club  
"Directing *The Misanthrope*"
- 2000 Fairmont Senior High School Literature Club  
"Directing *Antigone*"
- 1998 George Lindsey Television and Film Festival. University of North Alabama  
"Acting for Stage and Screen." Invited to lecture by Festival organizers.
- 1995 University of North Alabama Women's Studies Seminar.  
"The Right to Speak: Women in Contemporary Theatre." Invited to lecture by Seminar organizers.

**WORKSHOPS**

- 2000 and 2001 ArtSmarts Camp. Fairmont State University.  
"Making Art with Our Faces." Make-up workshop.

**ADJUDICATOR**

- 2010 West Virginia State Theatre Conference High School One-Act Festival
- 2010 West Virginia State Thespian Conference Scholarship Selection Board
- 2010 West Virginia State Thespian Conference One-Act Play Festival
- 2008 West Virginia State Thespian Conference Playwriting Festival
- 2008 West Virginia State Theatre Conference Community Theatre Festival
- 2007 West Virginia State Theatre Conference Community Theatre Festival
- 2007 Kennedy Center American College Theatre Festival Region II Production Respondent
- 2006 West Virginia State Theatre Conference Community Theatre Festival
- 2005 Kennedy Center American College Theatre Festival Region II Production Respondent
- 2004 West Virginia Regional Thespian Conference

**ADJUDICATOR**

- 2003 Fairmont State University Invitational Speech Tournament

2000 Regional High School Forensics Tournament  
 1999 West Virginia Regional Thespian Conference

**CURRICULA**

Completely revised Theatre major curriculum. Fairmont State University.  
 •reconfigured eight existing courses  
 •developed three new courses

Study curriculum unit to accompany Fairmont State University Masquers production of *Antigone*.

**GRANT PROPOSALS**

Proposal for National Endowment for the Humanities Summer Seminar for College Teachers. 1996.  
 Seminar topic: "Performance Theory, Modern Drama and Postmodern Theatre."

**DIRECTING**

Fairmont State University	Fairmont, West Virginia	1999 – present
<i>Anton in Show Business</i>	<i>The Mandrake</i>	
<i>Top Girls</i>	<i>The Merchant of Venice</i>	
<i>The Bald Soprano</i>	<i>Offending the Audience</i>	
<i>The Illusion</i>	<i>A Doll House</i>	
<i>Bliethe Spirit</i>	<i>The Trial of God</i>	
<i>Bloody Poetry</i>	<i>The Misanthrope</i>	
<i>Some Enchanted Evening</i>	<i>The Return to Morality</i>	
<i>Play-By-Play</i>	<i>Antigone</i>	
University of North Alabama	Florence, Alabama	1992 - 1997
<i>Votes for Women!</i>	<i>Man of La Mancha</i>	
<i>Other Places</i>	<i>Measure for Measure</i>	
<i>Medea</i>	<i>Uncle Vanya</i>	
<i>The American Clock</i>		
Buena Vista University	Storm Lake, Iowa	1990 - 1992
<i>Company</i>	<i>On Discrimination (a group-created piece)</i>	
<i>The Bacchae of Euripides</i>	<i>The Madwoman of Chaillot</i>	
<i>Magic Theatre</i>	<i>The Rivals</i>	
Miami University	Oxford, Ohio	1977 - 1978
<i>Loot</i>	<i>Mr. Curator's Proposal</i>	
<i>Out at Sea</i>		
Northern Illinois University	De Kalb, Illinois	1974 - 1975
<i>Antigone</i>	<i>The Bald Soprano</i>	

**SCENE DESIGN**

University of North Alabama	<i>Measure for Measure</i>
	<i>Uncle Vanya</i>
Buena Vista University	<i>The Madwoman of Chaillot</i>
	<i>The Rivals</i>

**STAGE MANAGING**

Gingerbread Players of the Shoals Community Theatre	Florence, Alabama
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*James and the Giant Peach*  
*Raggedy Ann and Andy*

**ACTING**

Fairmont State University Town & Gown Players	Fairmont, West Virginia Ike Skidmore Senex  John Dickinson Thurston Wheelis + Fagin Harold Hill Narrator/Mysterious Man Narrator Cervantes	1999 – 2010 <i>Oklahoma!</i> <i>A Funny Thing Happened on the Way to the Forum</i> <i>1776</i> <i>Greater Tuna</i> <i>Oliver!</i> <i>The Music Man</i> <i>Into the Woods</i> <i>James and the Giant Peach</i> <i>Man of LaMancha</i>
Fairmont State University Masquers	Fairmont, West Virginia Edward/Howard Newcome/ William Poundstone  Hungergurt/Steifel/Brausepulver Joe Keller Abel Znorko Berish	1999 – 2010  <i>Remembering #9: Stories from the Farmington Mine Disaster</i> <i>Spring Awakening</i> <i>All My Sons</i> <i>Enigma Variations</i> <i>The Trial of God</i>
Segue Theatre Company	Florence, Alabama Brabantio	1997 <i>Othello</i>
Shoals Chamber Singers	Florence, Alabama The Judge	1996 <i>Trial by Jury</i>
Gingerbread Players of the Shoals Community Theatre	Florence, Alabama Daddy Warbucks	1993 <i>Annie</i>
Bethany Presbyterian Church	Seattle, Washington Minister	1988 <i>Celebration One!</i>
Queen Anne Methodist Church	Seattle, Washington John, Chorus	1987 <i>In His Hands</i>
Circle Theatre Company*	Seattle, Washington Cinesias	1984 <i>Lysistrata</i>
Dinglefest Theatre Company*	Chicago, Illinois Acting Company Acting Company	1974 – 1975 <i>Chautauqua!</i> <i>Verbatim</i>

\*Non-Equity Professional Company

**CURRENT COMMITTEE SERVICE**

School/Department:	Communication and Theatre Arts Scholarship Committee, Chair (7 years) Interdisciplinary Arts Appreciation Course Development Team
College/University:	Academic Appeals Committee Undergraduate Research Advisory Council

**PAST COMMITTEE SERVICE**

School/Department:	Theatre Position Search Committee Speech Position Search Committee Budget Committee
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Evaluation Committee

### **PAST COMMITTEE SERVICE**

College/University: Vice President for Academic Affairs and Provost Search Committee  
Foundations of Excellence Task Force  
Faculty Senate (6 years)  
Liberal Studies Committee (4 years, 2 years as Chair)  
Faculty Development Committee (4 years)  
Criterion Four Self-Study Committee (NCA Accreditation)

College/University: Student Hearing Board, Chair (2 years)  
Writing Intensive Committee (2 years)  
Library Committee  
Academic Appeals Committee  
College of Arts & Sciences Degree Requirements Committee  
College of Arts & Sciences Promotion Committee  
Faculty Affairs Committee  
Commencement Committee  
Norton Auditorium Utilization Committee  
Convocation Committee for UNA Phi Kappa Phi chapter  
Faculty/Staff/Alumni Selection Committee for UNA Phi Kappa Phi chapter  
Student Scholars Forum Selection Committee for UNA Phi Kappa Phi chapter

State: Statewide Articulation and General Studies Discipline Committee- Theatre and Dance

### **ACADEMIC SERVICE**

- Theatre Major Advisor (18 current majors) Nominated for the 2001 Excellence in Academic Advising Award
- Faculty Advisor to Alpha Chapter of Alpha Psi Omega, National Theatre Honorary
- Faculty Mentor
- Student Advocate
- Lecture/demonstration presentations on Masquers productions to English, Race/Class/Gender, Empowering Leadership, and Theatre Appreciation classes
- Lecture/demonstration presentations on University Theatre productions to the Horizons Program of the Cooperative Campus Ministry
- Lecture on voice use in teaching to the UNA K-6 Professional Organization
- Assign children's story to Oral Interpretation students for presentation at Kilby Lab School
- Supervised development of a theatre piece on substance abuse for Kilby DARE program
- Supervised development of a theatre piece on discrimination specifically for weekly campus Chapel Service at Buena Vista University

### **COMMUNITY SERVICE**

- Member, City of Fairmont Arts and Humanities Commission
- Board Member, Fairmont State University Wesley Foundation
- Workshops on Effective Communication for CASA of Marion County
- Career Day presentations at area schools
- Volunteer for Mannington Promise for Kids
- Coach for Odyssey of the Mind
- Coach for Little League Baseball

**IRONDA J. CAMPBELL**  
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(240) 271-0169 cell/(304)-367-4929 Work  
[Ironda.Campbell@pierpont.edu](mailto:Ironda.Campbell@pierpont.edu)  
[ijoycecampbell@hotmail.com](mailto:ijoycecampbell@hotmail.com)

**EDUCATION:** Master of Arts degree, Communication, December 1985  
Stephen F. Austin State University  
Nacogdoches, Texas 75962

Bachelor of Science degree, Mass Communications, December 1980  
Norfolk State University  
Norfolk, VA 23504

H.S. Diploma, Honors Track, June 1975  
Maggie L. Walker High School  
Richmond, VA 23220

**ADDITIONAL  
EDUCATION:** Morgan State University, 24 doctoral hours, Summer, 2002  
Baltimore, Maryland

Howard University, 9 doctoral hours, Spring, 1993  
Washington, D.C.

**WORK  
EXPERIENCE:** Assistant Professor of Communication/Speech, 2004-Present  
Pierpont Community & Technical College, *formerly, a division of*  
Fairmont State University  
1201 Locust Avenue  
Fairmont, WV 26554

Speech Communication, Lecturer, 1998-2004  
Montgomery College, Takoma Park  
Takoma Park, MD

Speech Communication, Lecturer, 1997-2000  
Charles County Community College  
La Plata, MD

Assistant Professor, Mass Communication, 1990-1992  
Winthrop University  
Rock Hill, SC

Instructor, Mass Communications, 1987-1990  
Jackson State University  
Jackson, MS

**KTRE-TV (ABC)**, Lufkin, TX 75901  
Public Service Director, Reporter, Programming Coordinator, 1984-1987

**WRAP 85 AM** Commercial Radio, Norfolk, VA - 1979-1982  
News Director/Public Affairs Producer-Host

**WHRO, FM 89.5** Public Radio (NPR Affiliate) -Norfolk, VA, - 1977-1979  
Radio Announcer/Board Operator

**WTVZ Channel 33**  
Television Switcher/Tape Operator/ Master Control Operator-Norfolk, VA

**Adjunct Professor**, -Washington, DC - 1994  
Department of Broadcast Journalism, Howard University

**Adjunct Professor**  
Department of Telecommunications, Johnson C. Smith University-Charlotte, NC

**Adjunct Professor**  
Mass Communications (Eng. Dept.), Barber-Scotia College-Concord, NC

**Faculty Leader**  
The Washington Center, Washington, DC Summer 1994  
Congressional Youth Leadership Council, Washington, DC Summer 1994

**Hampton City Cable Station 29 Warner Cable**  
Producer/Writer/Host 30 Minute Public Affairs Program-Hampton, VA

**Writer/Producer/Moderator/Editor**  
30 Minute Docu-Story "Tribute to the Life of Lt. Colonel Gene Earl Jackson"  
Aired March 12, 1988 p.m. on KTRE-TV (ABC) Lufkin, TX

## **AWARDS AND ACHIEVEMENTS:**

**Presenter:** *League of Innovations, 2010, Daddy, the Pig, and the Acorn: Understanding characteristics of High-context and Low-context cultures and their communication styles; League of Innovations, 2006 - Integrating Ethics...Across the Curriculum; League of Innovations, 2007 - Impact of Culture and Context in Shaping Messages; League of Innovations, 2008- Speaking in Tongues: What Language Should We Speak and When? WVCC/WVDE 2008 - Clear As Mud: Clearing the Way for Better Communication within the Corporate Environment; WVCC/WVDE 2009 - Daddy, the Pig, and the Acorn: Understanding characteristics of High-context and Low-context cultures and their communication styles.*

**Recipient:** Gannett Leadership Institute- Columbia University New York, 1988

**Recipient:** Scripps-Howard Fellow- 1989; Freedom Forum Fellow- 1991

**Citation:** (Mayor) Rock Hill, SC planned/implemented *Human Relations Day* 3/10/92

**Appointed-**Winthrop University Freshman Experience Task Force 1990-1991

**Conducted Workshop-**H.S. Drama/Media Workshop 10/12/90 Winthrop University

**Panel Participation-***Addressing High School Drop Out Rate-* Mt. Olive Church 1990;  
*Working Class Poor*, Rock Hill, SC, 1991; *Black Males Consortium*, Atlanta, GA, 1995

**Chair, Public Relations Committee, Habitat for Humanity**, York County, SC 1991

**Produced Video Presentation-LEAP** (Learning Disabled) 8/92

**Freelance Writer-**The Herald (SC); *Cannings & Assocs.*; *Howard University Alumni Magazine*; *Proposal Writing*; *Scripts*

**Past Memberships/Affiliations:** WVCCA/WVADE, Delegate-WVCCA Advisory Committee, AEJMC, AERHO, NABJ

**Published Poet-***Same Shoe, Different Color: Poetic Wisdom on the Run; STRANDS: Feelings, Attitudes, Philosophies, Experiences*

# VITA

## **Joni M. Johnson-Jones**

2330 21<sup>st</sup> St. SW

Akron Ohio 44314

330-753-3977

sp-jmjones@voyager.net

## **Education**

- |      |  |     |       |
|------|--|-----|-------|
| 1999 | Master of Arts<br>Communication<br>University of Akron<br>Akron Ohio   | GPA | 4.0   |
| 1996 | Bachelor of Arts<br>Major: Speech Communication<br>Minors: English/French<br>Fairmont State College<br>Fairmont WV | GPA | 3.935 |

## **Teaching Experience**

- |               |  |
|---------------|--|
| Spring 2001   | Graduate Teaching Assistant<br>Instructor: Theory and Practice of Oral Discourse<br>Kent State University              |
| Fall 2000     | Teaching Fellow<br>Instructor: Composition 10001<br>Kent State University  |
| 1999-2001     | Part time Instructor<br>Instructor: Interpersonal Communication<br>Effective Oral Communication<br>University of Akron |
| Feb-June 2000 | Part time Instructor<br>Instructor: Composition 111<br>College Preparation<br>Public Speaking<br>Southern Ohio College |
| 1997-1999     | Graduate Teaching Assistant<br>Instructor: Communication Theory<br>Interpersonal Communication<br>University of Akron  |

## Education Related Experience

- 2000            Research Assistant  
                  Course Development with Dr. Sara Newman, Dept. of English  
                  Kent State University
- 1999            Resident Company Member  
                  Assistant Public Relations Director  
                  Assistant Box Office Manager  
                  Town and Gown Summer Theatre  
                  Fairmont State College, Fairmont, West Virginia
- 1997            Graduate Teaching Assistant  
                  Administrative Assistant to Graduate Coordinator, School of Communication  
                  University of Akron
- 1996            Cast Member: Cecily  
                  Backyard Theater Company Production: *Odd Couple*
- 1996            Cast Member: Josephine  
                  Fairmont State College Production: *Little Women*
- 1995            Cast Member: Carol  
                  Fairmont State College Production: *Oleanna*
- 1995            Resident Assistant  
                  West Virginia Governor's School for the Arts
- 1994            Administrative Assistant to Dean  
                  West Virginia Governor's School for the Arts
- 1993-1995      Intercollegiate Debater  
                  Fairmont State College
- 1993-1994      French Tutor

## Research and Publications

- 2001            Paper accepted to Eastern Communication Association Annual Convention, Portland  
                  ME: An experimental investigation on the effects of speaker crying on perceptions of  
                  credibility and persuasiveness. Author: Joni Johnson-Jones (Competitively Reviewed)
- 2000            Mild, R., & Johnson-Jones, J. (2000). In the Company of Others Instructor/Student  
                  Workbook. Mountain View, CA: Mayfield Publishing.
- 1999            Johnson-Jones, J. (1999). An experimental investigation on the effects of speaker crying  
                  on perceptions of credibility and persuasiveness. Unpublished master's thesis,  
                  University of Akron, Ohio.



- 1999 Paper presented at National Communication Association Annual Convention, Chicago, IL: A Critique: From the Cosmic Zora. Author: Joni Johnson-Jones (Competitively Reviewed)
- 1999 Williams, G., & Johnson-Jones, J. (1999) Get your modem runnin', get out on the I-way: Encouraging internet investigations in the Basic Course. Basic Communication Course Annual, 11, 55-78.
- 1998 Paper presented at National Communication Association Annual Convention, New York, NY: Captivating the Channel Surfing Crowd: Using Video Effectively in the Classroom. Authors: Joni M. Johnson-Jones and Glen Williams
- 1998 Paper presented at Central States Communication Association Annual Convention, Chicago, IL: Get Your Modem Runnin': Get Out on the I-way: Encouraging Internet Investigations in the Basic Course. Authors: Glen Williams and Joni M. Johnson-Jones

### **Awards and Honors**

- 1999-2000 Excellent Teaching by a Graduate Student  
Instructional and Development Division of the International Communication Association
- 1997 Most Outstanding Speech Communication Student  
Fairmont State College
- 1996 French Student of the Year  
Fairmont State College
- 1996 M. M. Neely Oratorical First Place Contest Winner  
Fairmont State College
- 1995 M. M. Neely Oratorical Third Place Contest Winner  
Fairmont State College
- 1994 M. M. Neely Oratorical Second Place Contest Winner  
Fairmont State College
- 1992 American Legion West Virginia State Oratorical Scholarship Winner

## References

Dr. Andrew Rancer  
School of Communication  
University of Akron  
Akron Ohio 44325  
330-972-7600

Dr. William Harpine  
School of Communication  
University of Akron  
Akron Ohio 44325  
330-972-7600

Dr. Dudley Turner  
Director of the School of Communication  
University of Akron  
Akron Ohio 44325  
330-972-7600

Dr. Robert Mild  
Department of Fine Arts  
Fairmont State College  
Fairmont WV 26554  
304-367-4219

Dr. Suzanne Snyder  
Chair of the Department of Fine Arts  
Fairmont State College  
Fairmont WV 26554  
304-367-4219

# Brooke Anne Clingerman

## Current Address:

1232 Van Voorhis Rd. D2  
Morgantown, WV 26505

Maiden Name: Brooke Anne Zackery

E-mail: bazackery@yahoo.com

Day/Evening Phone: 304.677.7795

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## Curriculum Vitae

### Education

West Virginia University, Morgantown, WV 26505 August 2007  
*Master of Arts in Communication Studies* GPA: 3.3/4.0

West Virginia University, Morgantown, WV 26505 May 2006  
*Bachelor of Science in Business Administration*  
Major in Marketing  
Minor in Communication Studies GPA: 3.5/4.0

### Work History

West Virginia Continuing Legal Education, Morgantown, WV 26505 August 2008- Present  
*CLE Assistant*

West Virginia University, Morgantown, WV 26506 November 2007- June 2008  
*Office Support Level II Temp*

West Virginia University, Morgantown, WV 26506 August 2006- May 2007  
*Graduate Teaching Assistant,*

National Environmental Services Center, Morgantown, WV 26506 May 2003- August 2006  
*Student Worker*

Market Facts, Morgantown, WV December 2000- October 2002  
*Telephone Interviewer*

### Graduate Teaching Experience

West Virginia University, Department of Communication Studies  
Courses:  
Small Group Communication  
Interpersonal Communication  
Nonverbal Communication

### Publications

Myers, S. A., Bogden, L. M., Eidsness, M. A., Johnson, A. N., Schoo, M. E., Smith, N. A., Thompson, M. R., & Zackery, B. A. (2009).  
Taking a trait approach to understanding college students' perceptions of group work. *College Student Journal, 43*, 822-829.

Myers, S. A., Smith, N. A., Eidsness, M. E., Bogden, L. M., Zackery, B. A., Thompson, M. R., Schoo, M. E., & Johnson, A. N. (2009).  
Dealing with slackers in college classroom work groups. *College Student Journal, 43*, 592-598.

### Professional Affiliations

Eastern Communication Association (2007)

## EXPERIENCE

**Assistant Director**, WVU Alumni Association, Morgantown, WV, May 2004 to present

Key responsibilities include:

- Overseeing communications initiatives for the Association, including press releases, marketing materials, Web communications, social media (Facebook, LinkedIn, blogs), talking points, multimedia, and other materials;
- Developing, editing, and maintaining content and design for the association's Web site;
- Writing and editing articles for alumni publications, including the *WVU Alumni Magazine* and the *Alumni News*;
- Assisting with the development and distribution of fund raising communications;
- Serving on the editorial board of the *Alumni Magazine*;
- Supervising public relations and marketing interns and to assist them in developing professional skills;
- Serving as the primary spokesperson for the Association on various issues, including labor relations, legal matters and other crisis communications;
- Assisting staff members and Board of Directors with the development of outreach programs and special events;
- Collaborating with university colleges and schools on various communications;
- Developing and supporting advocacy initiatives for the WVU Alumni Association and the University; and
- Providing budget recommendations for alumni communications initiatives and programs.

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**Communications Specialist**, Allegheny Energy, Inc., Hagerstown, MD, August 1999 to May 2004

Key responsibilities included:

- Overseeing internal/external communications campaigns that enhance the vision and goals of the company, including diversity programs, the *Annual Report to Shareholders*, *Employee Annual Report*, Y2K, employee incentive/benefit programs and other company initiatives;
- Developing high-level communications plans for internal and external audiences, including key messages, Q&As, and fact sheets;
- Preparing and distributing press releases, letters, talking points and speeches for the CEO and his leadership team;
- Serving as spokesperson for the company on various issues, including crisis communications, for national and local media;
- Creating, developing and implementing events and activities for internal and external audiences, including speakers' and association meetings;
- Preparing monthly budget reports;
- Writing, editing and coordinating employee communications for 5,200 employees, including the company newsletter, intranet, videos, employee updates and other forms of internal communication;
- Supervising team members to ensure goals and deadlines were met; and
- Working with various departments, including human resources and financial accounting, to ensure communications materials were easy to understand and effective in achieving the goals of these units.

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**Business Development Officer**, Investment Services and Trust Department, Hagerstown Trust, Hagerstown, MD, October 1998 to August 1999, **Business Development Representative**, February 1996 to October 1998

Key responsibilities included:

- Interacting with various businesses and organizations in the community to promote investment and trust services;
  - Recruiting new business through communications and marketing materials, including financial proposals and formal presentations;
  - Coordinating public relations and marketing efforts for the department, including designing, writing, and editing brochures, newsletters, financial columns, and recruitment campaigns;
  - Establishing business contacts through the tri-state region to enhance marketing efforts;
  - Interacting with customers to determine their overall goals and objectives;
  - Implementing and conducting training programs on investment and trust services;
  - Coordinating the customer referral program; and
  - Planning seminars and community events for the department.
- 

## EDUCATION

- *Completed 18 hours of post-graduate work in educational leadership studies*, West Virginia University and *six hours of coursework in digital marketing communications*, West Virginia University
  - *Master of Arts, specialization in Corporate and Organizational Communication*, West Virginia University, May 2000
  - *Bachelor of Science in Journalism, specialization in public relations*, West Virginia University, May 1993
- 

## SKILLS

- Knowledge of various computer software and equipment, including Microsoft Office (Word, Excel, PowerPoint and Outlook), PageMaker, Photoshop, InDesign and digital photography
- 

## ACTIVITIES/ACHIEVEMENTS

- Leadership West Virginia, Class of 2007
- Past president of the Boards of Directors of Big Brothers Big Sisters of the Eastern Panhandle and North Central West Virginia; chair/volunteer, BBBS Ultimate Trivia Challenge
- CASE, member

## Robin Linnevold Frost

722 Ashworth Lane · Morgantown, WV 26508 · (319) 610-2279 · frostrr@gmail.com

### Profile

Motivated, personable business professional with expertise in media industry and Master of Science degree in Mass Communication. Passion for teaching and learning. Experience in media sales, media buying, Web site management, marketing and advertising. Thrives in a classroom environment.

### Experience

#### **WBOY-TV**

Internet Account Executive

- Advertising sales in Clarksburg/Morgantown market
- Led Internet advertising training sessions for all West Virginia Media properties
- Report and interpret research about wboy.com

Morgantown, West Virginia

September 2008-Present

- Develop sales collateral
- Communicate with clients and staff about online advertising opportunities
- Designed Web-based survey to learn about wboy.com Web audience

#### **ME&V Advertising & Consulting**

Media Buyer

- Handled account list of over 20 active clients
- Developed media proposals
- Presented proposals to clients and prospective clients
- Placed advertising in all types of media
- Negotiated with media representatives

Cedar Falls, Iowa

October 2007-July 2008

- Conducted media research projects
- Conducted Post-buy analyses
- Used Smart Plus and Print Plus software
- Adhered to client budgets
- Communicated media traffic instructions

#### **The Daily News Journal**

Online Manager

- Web site administrator
- Interpreted and reported site traffic statistics
- Led training sessions for news & ad staff
- Led monthly online department meetings
- Served on Publisher's Operating Committee
- Department budget planning
- Oversaw inter-departmental projects

Murfreesboro, Tennessee

August 2004-August 2007

- Managed archiving system
- Coordinated site publicity
- Ensured accuracy on site
- Assisted with online ad sales
- Scheduled online advertisements
- Coordinated online contests

#### **Murfreesboro Philharmonic**

##### **Symphony Orchestra**

Marketing & Development Director

- Organized fundraising plans
- Coordinated all marketing and advertising
- Developed Strategic Plan
- Researched and applied for grants
- Coordinated membership drives
- Served as representative at civic events

Murfreesboro, Tennessee

September 2003-April 2004

- Published quarterly newsletter
- Recruited and supervised volunteers
- Wrote press releases
- Published all written materials
- Program guide ad sales

#### **Waterloo-Cedar Falls Courier**

Special Projects Department

- Account executive
- Supervisor of Telemarketing projects
- Business Marketing Database specialist
- *Health Quarterly* tab manager

Waterloo, Iowa

September 2002-August 2003

- Edited and proofread ads
- Worked with artists to design ads
- Coordinated direct mailings
- Client relations

<i>Experience, continued</i>	<b>Ad-Fax, Inc.</b> Media Buyer · Conducted post-buy analyses · Copywriting, editing, proofreading · Operated Smart Plus media software	Waterloo, Iowa January 2001-August 2002 · Billing and auditing assistant · Composed press releases · Directed traffic to appropriate media
<i>Education</i>	<b>Middle Tennessee State University</b> Master of Science degree Mass Communication	Murfreesboro, Tennessee August 2006 G.P.A. 3.88
	<b>The University of Northern Iowa</b> Bachelor of Arts degree <b>Majors:</b> Spanish, Music Summa Cum Laude graduate	Cedar Falls, Iowa December 2000 <b>Minor:</b> Marketing G.P.A. 3.83
	<b>Universidad de Valladolid</b> Semester abroad program	Valladolid, Spain January-May 1998
<i>Key Skills</i>	· Experienced presenter in classroom and business settings · Strong written and verbal communication skills · Experience conducting quantitative and qualitative research projects · Able to multitask and meet deadlines	
<i>Computer Skills</i>	· Smart Plus, Print Plus software · Web site management · Omniture Site Catalyst web analytics · Exact Target email marketing software · Real Media Open AdStream software · Saxotech content management system	· Microsoft Word, Excel, PowerPoint · Basic knowledge of HTML · Quark XPress · Adobe Photoshop · Proficient on PC and Macintosh computers
<i>Academic Honors</i>	· Pi Kappa Lambda Music Honor Society · Golden Key National Honor Society	· Phi Eta Sigma Honor Society · UNI Dean's List recognition 1996-2000

**EMPLOYMENT HISTORY**

August, 2008 – July 2009 **Frostburg State University**

- Adjunct Professor of Video Production Industry in the Mass Communication department.
- Responsible for lecture and hands-on lab instruction and equipment repair in all aspects of video, audio, and editing for studio and field production.

March, 2007 – December, 2007 **WVU Health Sciences Center**

- Promoted to Media Specialist 5.
- In addition to previous tasks, supervisory duties were increased. Began a larger emphasis on editing (Final Cut Pro), videography, DVD creation, and coordinating employees for events. Duties also included training employees in the use of new camera and videoconferencing equipment and in the use of new technology in the WVU Learning Center's electronic classrooms (Symposium, Camtasia, e.g.). Maintained Internet Protocol Network for MDTV operations.

January, 2005 – March, 2007 **WVU Health Sciences Center**

- Information Systems Technician for Mountaineer Doctor Television.
- Technical support for ISDN and IP videoconferencing. Configured Master Control Unit bridges and models of encoders/decoders for point to point analysis of patients in rural areas by specialists at the Health Sciences Center or Ruby Memorial Hospital.
- Location set up, lighting, and multi-camera shooting for various MDTV and WVU School of Medicine, Pharmacy, Nursing and Dentistry video productions. Also performed videography and editing for events not affiliated with the HSC, including Native American ceremonies and academic affairs.
- Offered support and assistance to academic personnel with classroom technology, including PowerPoint, Camtasia, and other educational computer programs.
- HIPPA Certified.

August, 2003 - July, 2004 **West Virginia University**

- Department of Communication Research and Theory Graduate



Assistant. I served as a part-time instructor (Non-Verbal and Introduction to Communication) in addition to working toward completion of academic requirements for the Master of Arts degree.

- Tested, graded, tutored, and advised up to 400 students per semester.
- Trained extensively with statistical analysis software (SASS) for quantitative as well as qualitative research studies.
- Participated in the design, research, preparation, and presentation of a study on Uncertainty Reduction Theory in Interracial Interaction for the Central States Communication Association in Cleveland, 2004.

June, 2002 - September, 2003 **City of Morgantown, WV**

- Camera operator and audio technician for the City Council of Morgantown.

May, 1999 - July, 2001 **Charlson Broadcast Technologies.**

- Calibrated broadcast equipment, Analog to Digital Converters, and all electronic equipment needed to maintain mobile and studio operations.
- Promoted to Technical Supervisor for CBT, a provider of video and informational graphic services for broadcast networks, affiliates, and gaming facilities. I was responsible for all aspects of broadcast operations for the Miami, FL area. Duties also included working closely with marketing, promotions, publicity, and Calder Race Course management to adjust broadcast content and daily operations.
- Responsibilities included hiring, training, and scheduling of directors, technical directors, non-linear editors, graphics operators, audio engineers, technicians, and camera operators.
- Produced a live, daily simulcast show and a nightly recap show for Fox Sports and The Sunshine Network.

September, 1996 - May, 1999 **Charlson Industries**

- Installed and maintained:
  - Video and audio studio facilities.
  - Public address, security camera, intercom systems.
  - Remote/microwave and fixed camera positions.
  - Satellite dishes and receivers.
  - All wiring and components for cable head-ends.
  - Computer networks to control graphics software and routing systems.
- Recorded and edited (Avid, ES-3) television programs and commercials for clients including Fox Sports, ESPN, and The Sunshine Network. I also served as director, technical director, audio engineer, tape operator, and cameraman for multi-camera productions.

1991 - Present **Freelance Film and Video**

- Performed various production tasks, including: microphone-boom operator; audio mixer; tape operator; and assistant/principle camera operator (including *steady-cam*) for commercials and corporate training videos. Clients include:
  - Triax Productions of Boulder, CO, for *Bridge Day, 2005*
  - HDI-Matthews of Cincinnati
  - BNA Communications of Washington, DC
  - The International Association of Theatre and Stage Employees of Cincinnati
  - AMDO productions of Davie, Florida.

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## EDUCATION

MA (2005)  
West Virginia University  
Communication Research and Theory

BA (1996)  
Northern Kentucky University  
Major - Radio, Television, and Film  
Minor - Electronic Engineering Technology

References available upon your request

# APPENDIX B

## Previous Program Review

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**PROGRAM REVIEW**  
**Fairmont State Board of Governors**  
Format for Programs Without Specialized Accreditation

Date Submitted MAY 2, 2006

Program B.A. Speech Communication

Degree and Title

**INSTITUTIONAL RECOMMENDATION**

The institution is obligated to recommend continuance or discontinuance of a program and to provide a brief rationale for its recommendation:

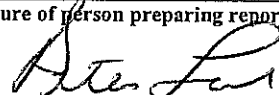
- 1. Continuation of the program at the current level of activity;
- 2. Continuation of program with corrective action (for example, reducing the range of optional tracks or merging programs);
- 3. Identification of the program for further development (for example, providing additional institutional commitment);
- 4. Development of a cooperative program with another institution, or sharing courses, facilities, faculty, and the like;
- 5. Discontinuation of the Program

**Rationale for Recommendation:**

The Fairmont State University Speech Communication program is the only comprehensive liberal arts speech communication undergraduate program in this region.

  
\_\_\_\_\_  
Signature of person preparing report:

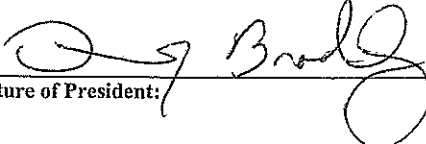
5-2-06  
\_\_\_\_\_  
Date

  
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Signature of Dean or School Head

5-2-06  
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Date

  
\_\_\_\_\_  
Signature of Provost and Vice President for Academic Affairs:

8/28/06  
\_\_\_\_\_  
Date

  
\_\_\_\_\_  
Signature of President:

8/28/06  
\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature of Chair, Board of Governors:

\_\_\_\_\_  
Date

# APPENDIX C

## REPORT OF THE OUTSIDE REVIEWER

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PROGRAM REVIEW  
FAIRMONT STATE UNIVERSITY  
COMMUNICATION  
School of Fine Arts

Outside Review

March, 2011

## Introduction

This review has been prepared to assist the School of Fine Arts at Fairmont State University conduct an internal program review of its Communication Division. This review will assess the Communication Program with regard to curriculum, staffing, and resources. Recommendations for action will be included. A visit to the campus on March 4<sup>th</sup>, 2011 included meeting with Communication faculty as well as the College Dean.

## Importance of the Communication Discipline

While it began as part of the first institutions of higher education in the United States, communication studies has only in the last 100 years separated from its roots in English to become an independent department in higher education institutions (Friedrich & Boileau, 1999). Today's departments of communication studies vary in their college locations (e.g., Arts & Sciences, Social Sciences, Humanities, Fine Arts) and their titles (e.g., Mass Communication, Journalism, Communication Studies, Speech Communication). These variations are exemplified in the numerous specializations of communication professionals (e.g., Family, Health, Intercultural, Instructional, Mass, Organizational, Political, Public address, Theater, Rhetoric). However, the common thread shared by all scholars in the field of communication studies is the study of "communicative behavior with the dual goal of (a) understanding the structure, patterns, and effects of human communication and (b) facilitating a higher quality of communication both for individuals and for society" (Friedrich & Boileau, 1999, p. 8). Recent decades have shown a tremendous transformation and growth in the field of communication studies as an academic discipline (Craig & Carlone, 1998). Craig and Carlone demonstrated this growth by examining trends in books and serials in the field of communication studies as well as statistics on degrees granted. They found that the growth of bachelor's degrees granted in communication studies increased 534% between 1967 and 1993. This exceeds the growth in overall bachelors' degrees granted (increase of 84%) by more than six times (Craig & Carlone, 1998).

According to Morreale et al. (2000), communication skills are vital for obtaining and maintaining career advancement. Employers consistently identify intercultural, group, interpersonal, oral and written communication skills as basic needs required of their employees. Due to the central need of all students to acquire communication competencies, the study of communication should be central on college campuses.

Fairmont State University is a member of the professional association, the National Communication Association. The National Communication Association (NCA) is a non-accrediting "scholarly society" that "promotes effective and ethical communication... supports the

communication research, teaching, public service and practice of a diverse community of scholars, educators, administrators, students, practitioners, and publics" (NCA, 2004). NCA is not an accrediting body. As such, there are no established norms for Communication Programs. However, the Communication Division has clearly stated Program Goals.

## Program Goals and Assessment

Assessment is operationalized by Huba and Freed (2000) as a four-step process that includes establishing learning goals, presenting opportunities to achieve these goals, assessing student learning, and implementing assessment findings into the curriculum to improve student learning.

More specifically, the first step encompasses the creation of intended learner outcomes in a clear, measurable form. It is then necessary to provide opportunities to ensure students accomplish the intended learning outcomes.

The Communication Division of Fairmont State University has specific program goals and provides multiple opportunities to achieve these goals. Listed below are the stated goals for Fairmont State University. Following each of the stated goals are courses identified as exposing FSU students to said goal.

### Program Goals

As a result of this program, students will be able to:

- Craft effective written and spoken messages based on the audience and occasion

**Comm 2241 (Argumentation and Debate), Comm 3337 (Persuasive Communication)**

- Craft and support a logical argument based on valid research and critical analysis

**Comm 2241 (Argumentation and Debate), Comm 3337 (Persuasive Communication)**

- Effectively adapt and deliver messages to a live audience

**Comm 3345 (Oratory), Neely Competition, Theat 2220 (Oral Interpretation), Comm 2241 (Argumentation and Debate), Comm 3337 (Persuasive Communication)**

- Collaborate with a team to solve problems in a variety of contexts

**Comm 2201 (Intro to Group Discussion), Comm 2202 (Communication in the World of Work)**

- Apply theories of human communication and related research in a variety of contexts including organizations and interpersonal relationships

**Comm 2200 (Intro to Human Comm) Comm 1171 (Intro to Mass Comm) Comm 3345 (Oratory), Neely Competition, Theat 2220 (Oral Interpretation), Comm 2241 (Argumentation and Debate), Comm 3337 (Persuasive Communication) Comm 2201 (Intro to Group Discussion), Comm 2202 (Communication in the World of Work) Comm 2219 (Language in Communication)**

- Analyze and synthesize information through critical listening

**Comm 1103 (Listening Skills) Theat 2220 (Oral Interpretation), Comm 2241 (Argumentation and Debate), Comm 3337 (Persuasive Communication) Comm 2201 (Intro to Group Discussion), Comm 2202 (Communication in the World of Work) Comm 2219 (Language in Communication)**

- Communicate ethically

**Comm 2241 (Argumentation and Debate), Comm 3337 (Persuasive Communication)**

- Apply the appropriate persuasive organizational strategy based upon their audience analysis.

**Comm 3345 (Oratory), Neely Competition, Theat 2220 (Oral Interpretation), Comm 2241 (Argumentation and Debate), Comm 3337 (Persuasive Communication)**

For assessment to occur, student outcomes of program goals should be continuously collected, examined, measured, and interpreted to determine whether the intended learning outcomes are being met. Finally the results must be utilized to advance and develop student learning. All four steps must be present for a comprehensive assessment to transpire (Huba & Freed, 2000; Suskie, 2004). A further discussion of the final steps of assessment are presented in the Recommendations section of this document.

## **Faculty and Staff**

### **Number**

There are currently two full-time tenure track faculty appointed to the Communication Division and one Temporary Assistant Professor of Speech. A significant portion of student credit hours are taught by either adjunct instructors or instructors whose primary appointments are in other areas.

### **Tenure and Promotion Guidelines**

This does not seem to be an issue at the present time because the two full-time faculty members have obtained tenure and promotion. Clear guidelines will be necessary with additional faculty appointments.

### **Loads**

Faculty workload seems to be an issue and may be addressed with curriculum revision and/or the hiring of additional personnel. See recommendations for further details.

## **Facilities**

While it appears that there is adequate space available to carry out day to day functioning, facilities and equipment are in desperate need of upgrading for the Communication Division to stay competitive with similar programs. Minimally, all rooms need to be equipped with classroom technology necessary for contemporary public presentations. In addition, there must be resources available for faculty and students to adapt to the rapidly changing media culture to enable students to market themselves as competitive candidates in communication fields.



# Overall Conclusions

## Strengths:

After meeting with Communication Division faculty at Fairmont State University, it is clear that they themselves serve as a strength to this program. They are obviously very passionate about what they do, have taken a great deal of interest in their students and their academic and personal goals, and care deeply for the program. Furthermore, they also see themselves as a vital part of campus life at Fairmont State University.

In conversations with the faculty, specific strengths were collectively identified:

- Strong departmental outcomes
- Neely Competition as authentic assessment of departmental outcomes
- Some courses represent a clear path, building blocks: public speaking-argumentation-persuasion-oratory (Capstone)
- Active learning through multiple presentations (20-30 required through college tenure)
- Multiple examples of course embedded Problem based learning projects (eg. student grant-writing projects)

## Weaknesses:

Conversations with faculty also revealed their concerns about the program.

- Lack of resources (personnel, outdated facilities/ technology)
- Curriculum designed to center around performances (main thrust is public speaking). This is outdated curriculum (even within smaller colleges in WV)?
- Little/No Social Science research background for students
- Lack of clarity of goals for majors/Unsure what to do with this degree
- No Comprehensive Assessment of Departmental Outcomes
- Outcome goals not communicated to constituents

## Recommendations:

- Possibly adding a research class in order to teach the students who are going to pursue persuasive speaking about audience analysis.
- Adding a "cornerstone" class as an intro class to assist the students in understanding what you can do with a Comm degree earlier in their educational career rather than later.
- Update curriculum to include media/social media component.
  - This enhances public performance by incorporating mediums currently being used by students and employers.
  - This will attract more students to the major/courses
  - This also allows for thorough exploration of traditional media topics at a fraction of the cost.
- Reorganize Intro to Human Communication course by utilizing the lab model provided by the sciences. By teaching the course content in a large lecture setting with lab/breakout sections for student speeches it is possible that you could save up to 11 faculty credit hours while still providing the same number of student credit hours (Turn 36 student credit hours into 25 faculty teaching hours).

- The savings realized by this reorganization could be used to help fund a new full time faculty line. This new faculty line could be dedicated to an individual with a specialization in media/social media, thereby addressing the recommendations provided above.
- Required internship course embedded into curriculum. Combine internship/service learning component through working with local United Way (possibly hiring Volunteer Coordinator as adjunct to help supervise internships?)
- Evaluate current assessment practices.
  - a. At present, program goals are assessed through course embedded assignments as well as the Neely Competition. These appear to be valid, authentic assessments of program goals.
    - i. It is recommended that additional perspectives also be utilized to assess the program goals.
      1. Developing a curriculum map could assist with pinpointing which goals are being addressed in which courses/forms and at what level.
      2. Utilizing alumni/employer surveys could provide an alternative view of student performances.
      3. Expanding the portfolio project (currently used by the Oral Communication students) could serve as an additional assessment vehicle for evaluating program goals. Using an online format (such as VisualCV or LinkedIn) could also expand students understanding/use of social media (see above).
  - b. For a comprehensive assessment of the Communication Division, data (evaluation of program goals) must be continuously collected, examined, measured, and interpreted to determine whether the intended learning outcomes are being met.
  - c. Finally, the results must be utilized to advance and develop student learning. All four steps must be present for a comprehensive assessment to transpire (Huba & Freed, 2000; Suskie, 2004).

Assessments must be continually examined by Division faculty in order to change, enhance, and adapt your program to fit the changing needs of Fairmont State University students.

## **Conclusion**

Faculty and student investment in the Communication Division of the School of Fine Arts at Fairmont State University is an obvious strength of this program. The proposed recommendations are made with the idea of strengthening the program further.

- Implementing a comprehensive assessment of the current curriculum
  - Restructuring the Intro class to save credit hours,
  - Implementing a "Comm Foundation" course to assist students with understanding the value of this degree in the workforce,
  - Incorporating an internship/service learning component to expand application of classroom learning and;
  - Enhancing the curriculum with a social media component
- These curricular changes will allow you to attract more students, thereby lowering the cost of student credit hours taught for the School of Fine Arts.

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**Curriculum Vitae**  
**Keith Weber**

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**EDUCATION**

B.S. Liberal Arts, 1994  
Dual Concentration in Chemistry and TV/Radio Broadcasting  
State University of New York

M.A. Communication Studies, 1995  
West Virginia University

Ed.D in Communication Studies and Educational Psychology, 1998  
West Virginia University

**POSITIONS**

1999 - 2000	Assistant Professor of Communication Studies Marist College
2000 – 2006	Assistant Professor of Communication Studies West Virginia University
2006 – Present	Associate Professor of Communication Studies West Virginia University
2008 – Present	Director of Masters in Communication Theory and Research West Virginia University

**AWARDS**

Recipient 2006-2007 WVU Foundation Outstanding Teacher of the Year  
Recipient ECAS 2006-2007 Outstanding Teacher of the Year  
Recipient 2006 CINE Golden Eagle award for Public Service Announcement  
Recipient 2006 Bronze Telly award for Local Area Public Service Announcement  
Recipient 2006 Bronze Telly award for Non-Profit Public Service Announcement  
Nominated 2006 Emmy Awards for Public and Community Service

**GRANT ACTIVITY**

**Principle Investigator** – The Appalachian Organ Donor Project, \$160,000 grant funded through the Claude Worthington Benedum Foundation. January 2011 – January 2013

**Principle Investigator** - The West Virginia HBCU Organ Donor Project, \$156,000 grant funded through the Department of Health and Human Services Health Resources and Services Administration (Grant # 1D71HS13414-01-00). September 2009 - August 2011

**Principle Investigator** – SMART About Water Project, \$40,897 grant through the National Research Center for Coal and Energy and the Environmental Protection Agency. January 2008 – August 2009.

**Principle Investigator** – The West Virginia Organ Donor Project, \$180,000 grant through the Department of Health and Human Services Health Resources and Services

Administration (Grant #R39OT05406). September 2005 - September 2008.

## RESEARCH PUBLICATIONS

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Weber, K., Dillow, M. R., & Rocca, K. A. (in press). Developing and testing the anti-drinking and driving PSA. *Communication Quarterly*.

Weber, K., Goddboy, A. K., & Cayanus, J. L. (2010). Flirting competence: An experimental study on appropriate and effective opening lines, *Communication Research Reports*, 27, 184 – 191.

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- Weber, K., & Patterson, B. R. (1997). The effects of maternal verbal aggression on the adult child's future romantic relationships. *Communication Research Reports*, 14(2), 221-230.
- Weber, K., & Patterson, B. R. (1996). Construction and Validation of a Communication Based Emotional Support Scale. *Communication Research Reports*, 13(1), 68-76.

## **PROFESSIONAL PRESENTATIONS**

- Weber, K. & Martin, M. M. (2009). Designing and evaluating the campus organ donor project. Paper presented at the National Communication Convention, San Diego, CA.
- Weber, K. & Martin, M. M. (2009). Further development and testing of the Instructional Interaction Theory. International Communication Association, Chicago, Ill.
- Weber, K. (2009). TTM and organ donation: Using TTM as a theoretical guide to campaign design as opposed to designing campaigns to test theory. Paper presented at the Eastern Communication Convention, Philadelphia, PA.

- Brann, M., Leezer, K. N., Dillow, M. R. & Weber, K. (2009). Dialectical tensions in stroke survivor relationships. Paper presented at the National Communication Convention, San Diego, CA.
- Madlock, P. E., Martin, M. M. & Weber, K. (2009) The development and validation of a communication based work alienation scale. Paper presented at the Eastern Communication Convention, Philadelphia, PA.
- Martin, M. M., Dunleavy, K. N. & Weber, K. (2009). Students interdependence, face needs, and motives for communicating with their instructors. Paper presented at the Eastern Communication Convention, Philadelphia, PA.
- Dunleavy, K. N., Weber, K. & Martin, M. M. (2009). Application of the theory of planned behavior to the college classroom. Paper presented at the Eastern Communication Convention, Philadelphia, PA.
- Goodboy, A. K., Weber, K. & Bolkan, S. (2009). The effects of instructor nonverbal and verbal immediacy on recall and multiple student learning indicators. Paper presented at the Eastern Communication Convention, Philadelphia, PA.
- Dunleavy, K. N., Martin, M. M., Brann, M., Booth-Butterfield, M., Myers, S. A., & Weber, K. (2008). Student nagging behaviors in the classroom. International Communication Association, Montreal. (Top Four Papers in Instructional and Developmental)
- Weber, K., Martin, M. M., & Myers, S. A. (2008). The development and testing of the Instructional Interaction Theory. International Communication Association, Montreal.
- Zigarovich, K. L., Myers, S. A., Martin, M. M., & Weber, K. (2008). The relationship between perceived instructor communicative characteristics and student conflict-handling styles. Eastern Communication Association, Pittsburgh.
- Martin, M. M., Cayanus, J. L., Weber, K., & Goodboy, A. K. (2006). College students' stress and its impact on their motivation and communication with their instructors. Central States Communication Association, Indianapolis.
- Martin, M. M., Rocca, K. A., Cayanus, J. L., & Weber, K. (2005). The coach-player relationship: The impact of coaches' use of BATs and verbal aggression on player motivation and affect for the coach. Central States Communication Association, Kansas City.
- Weber, K., Cayanus, J. L., & Goodboy, A. K. (2005). Flirtation effectiveness and appropriateness: An experimental study of opening lines. Paper presented at the 2005 National Communication Convention, Boston, MA.



- Taylor, E., Weber, K., Martin, M. M., & Myers, S. A. (2005). Gossip as a communication Phenomenon: A validation of current measurement. Paper presented at the 2005 National Communication Convention, Boston, MA.
- Weber, K., Martin, M. M., & Members of COMM160. Creating persuasive messages advocating organ donation. **Top Paper** presented at the 2005 Eastern Communication Association Convention, Pittsburgh, PA.
- Weber, K. & Members of COMM160. (2004) Real donors, real consent: Testing the theory of reasoned action on organ donor consent. Paper presented at the 2004 National Communication Convention, Chicago, Ill.
- Weber, K., Martin, M. M. & Cayanus, J. L. (2004). Why students communicate with their Instructors: A multi-study re-examination of student interest. Paper presented at the New Orleans, LA 2004 International Communication Convention.
- Merolla, A. & Weber, K. (2004). The impact of past dating relationship solidarity on commitment, satisfaction, and investment in current relationships. Paper presented at the New Orleans, LA 2004 International Communication Convention.
- Weber, K. (2004) Merging theory and measurement in the classroom. Panel presentation delivered at the 2004 Central States Communication Association Convention, Cleveland, OH.
- Weber, K. (2003). Moving toward compliance: Linking knowledge to donor card endorsement. Paper presented at the Miami, Fla. 2003 National Communication Association Convention.
- Corrigan, M. W. & Weber, K. (2003). Measuring the importance of community: The development of a community affect scale. Paper presented at the Miami, Fla. 2003 National Communication Association Convention.
- Corrigan, M. W., Weber, K., & McCroskey, J. W. (2003). Changing student affective orientations through intercultural communication instruction: The impossible dream? Paper presented at the Miami, Fla. 2003 National Communication Association Convention.
- Weber, K. (2003) Merging theory and measurement in the classroom. Panel presentation delivered at the 2003 Eastern Communication Association Convention, Washington, DC.
- Cayanus, J. L., Martin, M. M., & Weber, K. (2003). The relationship between teacher self-disclosure, out-of-class communication, student interest, and cognitive learning. Paper presented at the Birmingham AL 2003 Southern States Communication Convention.

- Weber, K., Fornash, B., Corrigan, M., & Neupauer, N. (2003). The effect of interest on recall: An experiment. Paper presented at the New Orleans, LA 2002 National Communication Association Convention.
- Martin, M. M. & Weber, K. (2002). Student interest and students' motives for communicating with their instructors. Paper presented at the Winston-Salem, NC 2002 Southern States Communication Convention.
- Weber, K., Fornash, B., & Corrigan, M. W., & Neupauer, N. C. (2002). The Effect of Interest on Recall: An Experiment. Paper presented at the New Orleans, LA 2002 National Communication Association Convention.
- Weber, K., Martin, M. M., Chesebro, J. L., & Cole, J. G. (2001). Instructor credibility, student interest, and learning behaviors. Paper presented at the Atlanta Ga. 2001 National Communication Association Convention.
- Cambell, K. L., Martin, M. M. & Weber, K. (2001). The relationship between approach/avoid strategies and emotional support in the superior-subordinate relationship. Paper presented at the 2001 National Communication Association Convention, Atlanta, Georgia.
- Weber, K. (2001) Interests relationship to both internal and external motion. Paper presented at the 2001 Eastern Communication Association Convention, Portland, Maine.
- Weber, K. (2001) Merging theory and measurement in the classroom. Panel presentation delivered at the 2001 Eastern Communication Association Convention, Portland, Maine.
- Weber, K. (2001). Real teacher communication with real students: Communication strategies of the teachers in Project Adapt. Paper presented at the 2001 Eastern Communication Association Convention, Portland, Maine.
- Weber, K. (2000). The relationship between student interest and teacher behavior. Paper presented at the 2000 National Communication Association Convention, Seattle, WA.
- Weber, K., Martin, M. M., & Patterson, B. R. (2000). Project Adapt: Putting theory into practice. **Top four paper** presented at the 2000 Eastern Communication Convention, Pittsburgh PA.
- Weber, K. (2000). Nonverbal signals in romantic relationships. Paper presented at the 2000 Eastern Communication Convention, Pittsburgh PA.
- Weber, K. (1999). The relationship between student interest and empowerment. Paper presented at 1999 National Communication Association Convention, Chicago, Ill.

- Weber, K. & Martin, M. M. Dress in the classroom. (1998). Paper presented at the 1998 Eastern Communication Convention. Charleston, WV.
- Crowell, T. L., Weber, K. & Burant, P. A. (1997) Coping with the demands of safe sex: When one partner says no. Paper presented at the 1997 National Communication Association Convention, Chicago, Ill.
- Martin, M. M., Weber, K. & Burant, P. A. (1997). Student's perceptions of teacher use of slang and verbal aggressiveness in a lecture: An experiment. Paper presented at the 1997 Eastern Communication Association Convention, Baltimore, Md.
- Martin, M. M., Koehn, S. C., Weber, K. D., Mottet, T. P. (1997). Verbal aggression in family sitcoms: Who said what to whom with what response. International Communication Association, Montreal, Canada.
- Martin, M. M., Anderson, C. M., Burant, P. A., & Weber, K. (1996). Verbal aggression in sibling relationships. **Top four paper** presented at the 1996 Eastern Communication Association Convention, New York, N.Y.
- Weber, K., & Patterson, B. R. (1996). Construction of a communication based emotional support scale. Paper presented at the 1996 Eastern Communication Association Convention, New York, N.Y.
- Weber, K. & Patterson, B. R. (1996). The Effects of maternal verbal aggression on the adult-child's romantic relationships. Paper presented at the 1996 International Communication Association Convention Chicago, Illinois.
- Weber, K. & Burant, P. A. (1996). Parents and their adult children: Parental verbal aggression and the adult-child's communication apprehension and self-esteem. Paper presented at the 1996 Speech Communication Association Convention, San Diego, CA.
- Martin, M. M., Anderson, C. M., Burant, P. A. & Weber, K. (1996). Verbal aggression in friendships. Paper presented at the 1996 Speech Communication Association Convention, San Diego, CA.
- Martin, M. M., Anderson, C. M., Weber, K. & Burant, P. A. (1996). Verbal aggression, sarcasm, and criticism in stepparent relationships. Paper presented at the 1996 Speech Communication Association Convention, San Diego, CA.
- Weber, K. (1995). The Healthy influence project: Getting people to adapt healthier lifestyles through the use of persuasion tactics. Paper presented at the 1995 Eastern Communication Association Convention, Pittsburgh, P.A.