

Communication & Information Science
Program Review
December 2020

General and Overview

1. Describe your program's most significant opportunities and significant challenges.

Opportunities	Challenges
<ul style="list-style-type: none"> ○ Expanding offerings to on-line environment ○ Mounting a graduate program in Digital Communication ○ Partner more closely with area businesses and organizations ○ Offering expertise to other campus units and departments ○ Partner with UW-Extension to mount first-rate on-line program ○ Build even further student opportunities than we already do with local sports team through Craig Dickman (alum and Council of Trustees member) 	<ul style="list-style-type: none"> ○ Staffing ○ Top level expertise/partners to build on-line program ○ Lack of highly visible Communication/Media hub ○ Maintaining program quality with increasing enrollment pressures and demands from other departments ○ Educating outside interests about the unique quality and skill sets we demand in our upper-level curriculum ○ Managing competing demands from people outside of the departmental structure

2. What are some things that would help make your program and its students more successful?

- Media hub to prepare digital and video projects
- Hands-on staffers to help with technical issues regarding digital/video project (Currently we rely on the good will of Mike Schmidt and local media to provide this kind of help)
- Improved liaisons with local business/organization
- Dedicated faculty member to run a top notch IS program
- Permanent funding for Comm Week to expand leadership opportunities for our students

3. What are some program accomplishments worth highlighting?

- **We aspire to become the best applied Communication and Information Science program in the UW-system.** For example, in the PR track, we pair students with real world organizations to craft PR campaigns. They are also creating stories for real world media. Likewise, in the Media track, a recent student placed first at the Wisconsin Broadcasters Association. Information Science students are assigned real data sets from clients and expected to present their reports to the clients.
- **We focus on creating student value through Collaborative Relationships, Strategic Thinking, and Continuous Improvement.** We consider these our cultural values and seek to instill them in every class, student, decision and activity.
- **Our faculty are committed to producing career-ready students and we've been largely successful at meeting the needs of a wide-range of organizations:**
 - Melissa Barth - PR Coordinator BayCare
 - Nicole Cornell (class of 2016) – News Producer, WLUK Fox 11
 - Micah Kulpinski (class of 2018) – Camera Operator, PMI Entertainment Group; Camera Operator – Wisconsin Timber Rattlers; Athletics Production/Broadcast Assistant, UW-Green Bay
 - Bryan Konicek (class of 2016) – Photojournalist, WKOW 27 (Madison)
 - Amanda Jo Danihel (class of 2018) – Associate Communications Specialist, We Energies
 - Jon Clancy (class of 2018) – Social media customer care specialist, FootLocker.com/Eastbay
 - Eric Fischer (class of 2018) – Green Bay Phoenix Basketball Producer, Cumulus Media
 - Yan Fantozzi - Program Director-Neuhoff Communications Radio Group
 - Taylor Thomson Schroeder - Digital Media Specialist-Froedtert Hospital-Medical College of Wisconsin Milwaukee
 - Rory Mileham - Flight Attendant-United Airlines
 - Aaron Abler - Content and Marketing Specialist-Ariens Company
 - Chelsea Rank - Marketing Manager-Legato Health
 - Katie Phernetton - News Anchor-WQOW TV Eau Claire
 - Jena Richter – Director of Social Media, UWGB
 - Kari Moody – Director of Alumni Relations, UWGB
 - Wes Hodkiewicz – Staff writer for Green Bay Press-Gazette
 - Ben Krumholz - Senior reporter for Fox 11 news
 - Joshua Bernhardt -Business Retention & Expansion Specialist at Greater Green Bay Chamber
 - Ryan Hartwig – Director of Social Media, Green Bay Packers

- **Our faculty are very accomplished**
 - Dr. Joseph Yoo – Our most recent hire completed his PhD several months ago. We expect great things from him.
 - Dr. Brian Carr – Recently awarded tenure for stellar scholarship and teaching. His accomplishments include numerous articles in prestigious journals and well-reviewed book. (see attached)
 - Dr. Katie Turkiewicz - Recently awarded tenure for excellent scholarship and teaching. Her accomplishments include numerous articles in prestigious journals and several articles in the *Sage Encyclopedia of Communication Research*. (see attached)
 - Danielle Bina (Lecturer) – Received numerous student accolades and served as coach for TEDx talks. She also leads the PRSSA (Public Relations Student Society of America)
 - Shauna Froehlich (Lecturer) – Received numerous student accolades and served as coach for TEDx talks.
 - Chair – Two Founder’s Association Awards (Teaching & Scholarship), Blair Endowed Chair of Communication, Author of 4 books (one best academic best seller) and numerous articles in high profile journals.

- **Our student-led Comm Week achieved major milestones this year:**
 - Held 10 major events that were attended by over 130 students and 60 alumni/community members
 - Live-streamed 2 Facebook events that generated a combined 600+ views
 - Announced the first ever, “PhenomaComm Award” to Stephanie Nespoli, an alum who is doing outstanding work in her role as the Director of Communication and Development at the Boys and Girls Club of Green Bay
 - Debuted the Wisconsin Wacky Word Contest: [UWGB LOG & Channel 5](#)
 - Raised over \$7000 to support Comm Week activities

- **The unit has experienced some major challenges because of the recent “divesture” of the Computer Science program to another college.** The Information Science program has suffered because of staffing shortages and the challenges of coordinating across colleges. The faculty have devised various temporary fixes to address the challenges.

- **The unit has been understaffed for many years and has managed the challenge by hiring ad hoc instructors.** This demonstrates our flexibility to respond to emerging challenges.

- **The curriculum structure was designed to facilitate quick adaptation to the ever-changing dynamics of the field while maintaining a core set of foundational courses.** For instance, in recent years we’ve eliminated the Conflict Resolution emphasis while adding Social Media Strategy and Sports Communication.

- **The dean has encouraged unit to increase the number of majors in a number of different ways while maintaining our commitment to quality and core values** (Continuous Improvement, Collaborative Relationships, and Strategic Thinking). We've seen this happen because of a) faculty commitments, b) structural changes, c) experiments with new course work, and d) various PR activities like Comm Week, PRSSA, and internship programs.
- **The faculty members seek to “practice what they preach”**. For instance, all our students are required to create personal “instruction manuals” to facilitate the collaboration process. Our faculty do the same and share them with the students

4. Have there been any significant changes that have affected your program?

- **The curriculum has removed one area of emphasis (Conflict) and added three (Health Communication, Social Media Strategy, and Sports Communication)**. These decisions reflect academic and employment trends. For instance, our internal surveys indicated that approximately 50% of our PR and OrgCom students were hired as social media managers.
- **The program has oriented the curriculum around three core values (e.g. Continuous Improvement, Strategic Thinking, and Collaborative Relationships)**. We've developed signage to focus on these values and incorporated them into most of our promotions. Our surveys show that most students and all faculty members in the program embrace these cultural values. Specifically, over 88% of our students strongly agreed or agreed with the statement, “I embrace Continuous Improvement” and over 80% of them agreed with the statement, “I'm regularly challenged to practice continuous improvement”. One issue emerged from the study that we plan on addressing in the future. Specifically, while most

COMMUNICATION

UNIVERSITY of WISCONSIN-GREEN BAY

What We Do
Customized Education

How
Strategic Thinking
Continuous Improvement
Collaborative Relationships

Why
Career Ready

Connect
@UWGBComm
UW-Green Bay Communication Department
uwgb.edu/communication/

Shaping minds to master tomorrow's communication challenges

students felt their professors were skilled at providing Continuous Improvement feedback, they did not share that opinion about their colleagues.

- **Course staffing has shifted over time.** At one point, we were well positioned because we adroitly hired faculty that could teach across three sets of curricula (Computer Science, Information Science, and Communication). With the addition of some well-placed ad hoc instructors we could successfully mount three quality programs. Sadly, that is no longer the case. More recent events significantly changed the staffing landscape: a) Professor Fernandez moved onto another job at her alma mater and was not replaced, b) Professor Coman has departed for a higher-paying job, and c) a decision by the administration to move the Computer Science faculty to another college in the Summer of 2018. Bottom line: the uncertainty surrounding a replacement for Professors Fernandez and Coman coupled with the organizational change associated with Computer Science places the entire program in a challenging position.

- **Retirements resulted in a program with only one tenured faculty member in the entire program (Clampitt) who acted as department chair for Information Science, Computer Science, Communication, and the budgetary unit.** This was not ideal. This also meant that merit and retention reviews were conducted with a committee that consisted of only one member who had real-time direct knowledge of the students and program. Fortunately, two members of the unit were recently tenured.

- **The program has expanded outreach efforts to recruit more students.** We have three coordinated strategies to increase our outreach:
 1. Established **Communication Week** - This event is designed to spotlight the accomplishments of current and former students. In fact, one former student's company provided \$15,000 as a startup fund for the event.

 2. Established the **CommVoice** (see www.thecommmvoice.com) – This is a Communication student run blog designed to: WOW the UWGB community with news, commentary and success stories created by COMM students.” THE COMM VOICE Mission is to:
 - Showcase the talents of UWGB Communication students;
 - Enhance student commitment to strategic thinking, collaborative relationships and continuous improvement;
 - Enrich UWGB and the local community through the evolving magic of effective communication practices.

 3. Created two new emphases (Social Media Strategy, Sports Communication) - These are designed to respond to market demands.

- We roughly divide our “market” into two categories: 1) those students who are on a **directed path**, and 2) those who are on a **discovered path**. Those on a **directed path** pursue a major/emphasis right out of high school. Those on a **discovered path** are students who discover the major/emphasis after being on campus. They do so by talking to other UWGB students, taking an entry-level class, or “fall into” in the major because of dissatisfaction with their current major/emphasis.

5. Where do you want your program to be 5 to 7 years from now?

- On-board 2 new tenure track professors
- Fully transition to leadership with Dr. Turkiewicz and Dr. Carr
- Secure Full Professorship status for Dr. Dr. Turkiewicz and Dr. Carr
- Secure tenure for Dr. Yoo (assuming he continues to grow)
- Significantly expand the number of majors
- Build an Information Sciences program as strong as the Communication program in terms of quality
- Successful oversee, staff and manage the Phoenix Communication Hub and provide benefits to the entire campus
- Build a successful on-line and graduate program

Demand

- We anticipate an influx of students as the Phoenix Communication Hub becomes more visible. Nationwide, the largest increase in Communication programs has occurred in the area of Media and digital media. We expect to see those students flow into our program.
- We anticipate an influx of students in IS as the Computer Science majors/minors grow. Why? Many students see IS as an alternative to the CS program because IS takes advantage of the connection with the Communication department curriculum

Internal

1. Program goals (Mission, vision, learning outcomes; present as narrative/lists)

The mission of the Communication Department is to “develop professionals that can master tomorrow’s communication challenges” and provide students with a program that allows them to meet the program’s learning outcomes. The program resonates with the University’s core mission and guiding principles with its emphasis on problem solving (in particular, solving communication and information problems or problems with a substantial internal or external communications component; developing communication skills (in particular, oral, written, and visual skills at basic and advanced levels); multiple perspectives (from the various disciplines that have informed and continue to inform communication); applied learning (in its emphasis on internships, independent studies, and case studies); and engagement (many courses require collaborative learning through group projects).

The mission of the Information Sciences program is to “develop professionals that can master tomorrow’s information challenges in gaming, information technologies, and data science.” The program’s focus is information in all its forms, focusing on several key aspects of information and information delivery. These aspects include: storage, access and retrieval; verbal, visual and quantitative structures; the interpretation, analysis and evaluation of information and the limitations of each; how information is delivered, distributed, presented and marketed; communication of information; and the inherent link between information, people and technology. While computing is an important part of the program, students are also required to have a broad base of skills in language, cognition, information technology and methods of communication in order to avoid a one-dimensional preparation in the field. In particular, an interdisciplinary, problem focused curriculum insures that students will be prepared to be creative in their approach to the subject and to field that is characterized by rapid changes in technology and methods. The curriculum is taken from multiple and diverse disciplines, educating students to identify, conceptualize, define, analyze and ultimately solve information and gaming problems. Additionally, the program supports community outreach by providing internships to its students.

Outcome	Assessment Method (See Key below)
Demonstrate appropriate oral communication skills.	A, B, C, D, E
Demonstrate appropriate visual communication skills.	A, B, C, D, E
Demonstrated appropriate written communication skills.	A, B, C, D, E
Effectively manage, evaluate, organize, and present information.	A, B, C, D, E
Demonstrated appropriate research skills.	B, C, D, E
Act in an ethical and legal manner.	A, B, C, D, E

Demonstrate an ability to develop and execute appropriate communication & information strategies.	B, C, D, E
Work collaboratively with others.	A, B, C, D, E
Demonstrate the ability to effectively synthesize different types of communications & information, e.g. images, text, etc., in order to achieve professional objectives.	A, B, C, D, E

Key: Methods used to evaluate achievement of outcomes

- A. Job Placement
- B. Internship Supervisor Evaluation survey
- C. Graduating Senior Survey (Communication Department sponsored)
- D. Graduating Senior Survey (UWGB sponsored)
- E. Alumni Survey

2. Curriculum development

- Add course work: a) Creating Great Social Media Content, b) Media Performance, c) Others proposed by new faculty members

3. Connections to other programs

- Our connections with other departments will grow as the program adds staff. Currently, the link is driven by our historic association with the Computer Science program and HIMT (Health Information and Management Technology) program.

4. Number of courses offered

- Many of our course are offered on line as well as face-to-face. We don't have a formal policy regarding on-line offerings but it is something we look forward to in the future.

5. Diversity of students, faculty, and curriculum

- See below

6. Gen Ed, FYS/GPS, CCIHS (Lists)

- Many of faculty teach first year seminars for the college.

7. Program support and staffing

- Historically, we've been understaffed and relied on some solid ad hoc faculty to teach our classes. As noted above, this became more acute with faculty departures and "divesture" of Computer Science.

External

1. Outreach: student/faculty partnerships, collaborations, participation with organizations or individually

- **These are too numerous to mention but here is a sampling:**
 - Brain Center of Green Bay -Board Member, Strategic Planning Consultant
 - Comm 382: Public Relations Campaigns - Each semester, students are paired with a Green Bay area non-profit organization to work on a PR campaign. This involves audience identification, segmentation, analysis and messaging strategies to accomplish the NPO’s goal. Inclusivity and cultural awareness are built in to this project. Students work in “agencies” to accomplish the client’s communication goals. Students must strategize to target and reach diverse audiences through messaging and collateral deliverables. They present to the client at the end of the semester.
 - Phi Kappa Phi-internships for Comm students in Social Media.
 - PRSSA-(Public Relations Student Society of America) Multiple leadership and service opportunities on the Executive Board.
 - Danielle Bina is currently advising a student group competing in the WI AHEC Interprofessional Case Competition. The student team will present in January 2021.
 - COMM 370 – Health Communication Campaigns & Strategies - A couple student groups from this course have used their final campaign projects to work with groups outside the class. Most recently (Fall 2019), a group planned an anti-vaping informational campaign that they shared with the UWGB campus health center. In fall 2016, the students worked with the health center to develop more effective ways to market the flu vaccine to the student population.
 - College Credit in High School (CCIHS) COMM 133 – Fundamentals of Public Address) Review faculty.Oversee quality. See chart below:

Semester	High Schools	Instructors	Students Enrolled/ Semester.
Fall 2020 (ytd)	Bonduel Denmark Greendale Mukwonago Oconomowoc Seymour Verona Wittenberg- Birnamwood	Marcy Siolka Carrie Hager Kate Wagner/Amy Hutter Sarah Handlos Michael Krill Terese Lemke Mary Hardin Joanna Fradrich	101
2019 - 2020	Bonduel Denmark Lena Mukwonago Oconomowoc Seymour Wittenberg- Birnamwood	Marcy Siolka Carrie Hager Mollie Jones Sarah Handlos Michael Krill Terese Lemke Joanna Fradrich	145

2018 - 2019	Bonduel Denmark Lena Mukwonago Seymour Wittenberg- Birnamwood	Marcy Siolka Carrie Hager Mollie Jones Sarah Handlos Terese Lemke Joanna Fradrich	138
2017 – 2018	Bonduel Denmark Lena Mukwonago Seymour Wittenberg- Birnamwood	Marcy Siolka Paula Abbott/Carrie Hager Mollie Jones Sarah Handlos Terese Lemke Joanna Fradrich	170
2016 – 2017	Bonduel Denmark Lena Mukwonago Seymour Wittenberg- Birnamwood	Marcy Siolka Paula Abbott Mollie Jones Sarah Handlos Terese Lemke Joanna Fradrich	120
2015 – 2016	Bonduel Denmark Lena Seymour Wittenberg- Birnamwood	Marcy Siolka Paula Abbott Mollie Jones Terese Lemke Joanna Fradrich	115
2014 – 2015	Bonduel Denmark Lena Seymour Wittenberg- Birnamwood	Lynn Aprill Paula Abbott Mollie Jones Terese Lemke Joanna Fradrich	102
2013 – 2014	Bonduel Denmark Lena Seymour Wittenberg- Birnamwood	Lynn Aprill Paula Abbott Mollie Jones Terese Lemke Joanna Fradrich	78
2012 – 2013	Bonduel Denmark Green Bay West Lena Seymour Washington Island Wittenberg- Birnamwood	Lynn Aprill Paula Abbott Lauren Tennie Heidi Delzer Terese Lemke Elizabeth McClaren Cornell Joanna Fradrich	116
Total			983

- CCIHS Academic History Summary

Academic Year	Number of Schools	Number of Teachers	Enrollment
Ytd 2020 (Fall 2020)	8	9	101
2019-2020	7	7	145
2018-2019	6	6	138
2017-2018	6	7	170
2016-2017	6	6	120
2015-2016	5	5	115
2014-2015	5	5	102
2013-2014	5	5	78
2012-2013	7	7	116

2. Contributions to regional infrastructure

- We teach courses at all regional centers using ad hoc instructors.

3. Scholarly activity of faculty (Lists that are not all-inclusive)

- Chair of Communication Department – Two Founder’s Association Awards: Teaching & Scholarship, Blair Endowed Chair of Communication, Author of 3 books (one best academic best seller) and numerous articles in high profile journals.
- Dr. Brian Carr – Recently awarded tenure for stellar scholarship and teaching. His accomplishments include numerous articles in prestigious journals and well-reviewed book.
- Dr. Katie Turkiewicz - Recently awarded tenure for excellent scholarship and teaching. Her accomplishments include numerous articles in prestigious journals and several articles in the Sage *Encyclopedia of Communication Research*. (see attached)
- Danielle Bina (Lecturer) – Received numerous student accolades and served as coach for TEDx talks.
- Shauna Froehlich (Lecturer) – Received numerous student accolades and served as coach for TEDx talks.
- Dr. Joseph Yoo – Has a number of publications in various stages of the review process

Student Success

1. High-impact practices and individualized-learning opportunities (Some data provided; lists and/or brief narrative)

Internships	
○ Allouez Optimist Club	○ American Cancer Society
○ Ariens Company	○ Ashwaubenon Public Schools
○ Aurora-Baycare Health System	○ Azure
○ Baer Performance Marketing	○ Baird Creek Preservation Society
○ Bay Area Humane Society	○ Baer Marketing
○ Bellin Health	○ Big Brothers-Big Sisters
○ Boys and Girls Club of Greater Green Bay	○ Bug Tussel Wireless, LLC
○ Carnivore Meat Company	○ Communication Department (Social Media, PR, Comm Week)
○ COMM Voice	○ Cousins Subs
○ Cumulus Radio Group	○ Disney College Program
○ Dock Spiders (Northwoods Baseball League)	○ Einstein Project
○ Experimental Aircraft Association	○ Festival Foods
○ Freedom House	○ Green Bay Area Chamber of Commerce (Multiple roles)
○ Green Bay Area Public Schools	○ Green Bay Blizzard
○ Green Bay Botanical Gardens	○ Green Bay Packers
○ Habitat for Humanity	○ Happily Ever After Animal Sanctuary
○ Herzing University	○ JJ Keller
○ Kaukauna Public School District	○ KI
○ Kohler Company	○ Leonard and Finco Public Relations
○ Mauthe Center	○ Mercury Marine
○ Midwest Communications Radio Group	○ Miron Construction
○ New North, Inc	○ New Zoo
○ Northwoods (Baseball) League	○ Phi Kappa Phi (Social Media-GB Chapter)

○ Prevea Health	○ Schneider National
○ Schreiber Foods	○ Spectrum News
○ TEDx (UWGB)	○ The Boldt Company
○ The Farmory	○ US Venture Open
○ UWGB (Multiple opportunities in: Athletics, Admissions, Marketing/Communications, International Studies, Office of International Education, Resident Life, etc.)	○ Volunteer Center of Brown County
○ WBAY-TV	○ Weidner Center
○ WFRV TV	○ WGBA-TV
○ WHBY	○ WTAQ
○ Wisconsin Rapids Rafters	○ Wisconsin Timber Rattlers
○ WLUK-TV	○ YMCA-Green Bay
○ YWCA-Green Bay	

Other HIP	
○ Group case projects	○ Social Media Team
○ Comm Week	○ Comm Voice Team
○ In-class group activities	○ Career counseling
○ Peer evaluations	○ Celebrations for graduates

2. Retention Activities

- Comm Week
- Internships
- Career counseling
- High Impact Practices
- Note: Historically, we have had one of the highest retention rates on campus. As the Provost recently told us, “after students discover you, they love you”.

Mission Relevant

1. Relevance to mission

The College of Arts, Humanities and Social Sciences has a unique mission that parallels our curriculum (See Table below).

Students in the college:	Department Response
Are critical and creative thinkers	Properly communicating, sharing information requires and creating games requires critical thinking about audience composition, desired outcomes, and channel selection
Engage in high impact, hands-on learning experiences	Most of the courses involve real-world problems. All our 400-level courses provide high impact learning experiences.
Learn in a diverse and inclusive environment in order to enable success and understand a global, multicultural world	Students are required to work in teams with others who differ in skill sets, orientations, and backgrounds
Develop an understanding of civic and global citizenship and promote this through our community connections	Many class projects focus attention on the management of communication and information for community clients and have global implications
Can adapt to change and promote improvement	The program is founded on a continuous improvement mindset and the problems posed to students are constantly changing

2. Cultural enrichment (Narrative or lists as appropriate) List of course offerings/curriculum, as well as any other additional programming that contributes to inclusion, diversity, and an engagement with other cultures.

- **Comm 302: News Reporting & Writing**
Comm 302 explores diversity, multi-cultural news and inclusivity through a journalistic lens. This includes discussions on ethics, bias, representative sourcing and audience analysis, interviewing and appropriate/inclusive language in writing. We review case studies involving racial and gender bias, including discussions on blunders: Asiana Flight 214 and the McDonald's Coffee reporting.

- Comm 302 encourages students to explore their diverse interests through journalistic storytelling. Students are encouraged to find stories at UWGB that affect the campus community. They work together to identify, pitch, interview, write, shoot and edit their stories in various formats.
- Examples of past stories:
 1. Profile of an exchange student and her experience studying at UWGB-comparing cultures
 2. Feature on the Multi Ethnic Student Affairs office (Mesa) and programming
 3. Profile of a student athlete from Denmark
 4. Feature on UWGB OIE
 5. Greek Life and inclusivity on Campus
- **Comm 205: Elements of Media**
Students explore global media culture and the differences between the US and world media systems. The first major project is a Media Topic presentation/paper. Topics of inclusivity and cultural engagement include Media Censorship and Effects, Censorship and violence against Journalists, Net Neutrality/Fair Access, Big Media and US near-monopoly entertainment distribution, Perceptions of US culture based on entertainment industry, Fair representation of ethnicity in film and TV.
- **Comm 305: Principles of Public Relations**
Students work together to analyze and devise appropriate PR communication strategies for diverse audiences. Using Demos, Psychographic, Disposition and Knowledge segmentation tools to understand a variety of audiences, students learn to appreciate the importance of many voices at the table when building PR relationships. We also incorporate discussions on semantics and the unintended consequences of majority speak and exclusion.
- **Comm 382: Public Relations Campaigns**
Each semester, students are paired with a Green Bay area non-profit organization to work on a PR campaign. This involves audience identification, segmentation, analysis and messaging strategies to accomplish the NPO's goal. Inclusivity and cultural awareness are built in to this project. Students work in "agencies" to accomplish the client's communication goals. Students must strategize to target and reach diverse audiences through messaging and collateral deliverables.
- **COMM 290 – Communication Problems & Research Methods**
This course includes intensive group project work that requires collaborative teams of students from diverse backgrounds to work together during the entire semester.
- **COMM 370 – Health Communication Campaigns & Strategies**
This course includes intensive group project work that requires collaborative teams of students from diverse backgrounds to work together during the entire semester. This course has a special segment on cultural considerations and health literacy that

requires the students to engage in a variety of diversity-based topics and challenges. Furthermore, the final campaign project requires the student groups to account for the cultural considerations that impacted their campaign design and messaging choices.

○ **COMM 470 – Health Communication & Technology**

This course has a segment dedicated to cultural differences in technology and health communication. Students are required to read two journal articles related to diversity and to reflect in class discussion about these concepts. The final project is an individual literature review on a health communication and technology topic. Students have done research on marginalized groups, cultural considerations, and diversity challenges for this paper.

○ **COMM 477 – Social Media Strategies**

This course includes intensive group project work that requires collaborative teams of students from diverse backgrounds to work together during the entire semester. This course includes three intense group projects that require significant collaboration. No matter what the project topic, the student groups must engage in high levels of audience and situational analysis that includes culture and diversity considerations.

○ **COMM 480 – Cases in Communication and Media Management**

This course includes intensive group project work that requires collaborative teams of students from diverse backgrounds to work together during the entire semester. This course includes two very intense / high pressure group communication challenges / crises. No matter what the topic, the student groups must engage in high levels of audience, situational, and message development analysis and training that includes culture and diversity considerations. The final press conferences for this course always include questions related to challenging topics like sexual harassment, discrimination, hate speech, racial profiling, and general intolerance. The students are challenged to address these issues both in their crisis communication plans for an organization, but also in their spokesperson media and message training.

○ **COMM Week**

This is an annual event put on by the students of the communication department that includes a variety of activities and opportunities that expose students and campus community members to a diverse grouping of issues and opportunities. For example: Alumni and community members are brought in to be panel participants to talk to students about their career paths. Alumni and community business leaders are brought in to network with current students and faculty. Students from across all of the Comm dept courses present their semester-long collaborative projects and multimedia materials to the campus community, local business representatives, and alumni for feedback and continuous improvement. Short courses are offered to students and community members. Local high school students come to campus to

visit different communication courses with communication department student ambassadors.

- **COMM 102 – Introduction Communication**
Instruction on intercultural and mindful communication between different groups of people in. The theme percolates throughout the course when students discuss audience analysis and environmental scanning. Historically, the instructor has encouraged students to attend events and programming put on by multicultural student groups either as part of their required assignments or as extra credit.
- **First Year Seminar and Survey of Gaming**
Professor lectures on exploring how the respective forms of media approach and navigate intersectional issues of race, gender, and identity – i.e. the history of African representation in comics
- **COMM 430 - Information, Media, and Society**
The course engages students with questions of race, gender, and identity and how the media have often shaped public opinion about marginalized communities. The course includes a unit on stereotyping and cultural issues related to advertising.
- **Service Work by Faculty include**
 - Collaborations with MESA and the Pride Center on creating programming that speaks to issues ranging from white privilege to having challenging conversations about identity
 - Advising for Black Student Union
 - Board membership with the Green Brain Center devoted to serving brain health issues in the diverse Green Bay community

3. Access (Does the program have any agreements with other institutions?)

- Not formally.