

College of Communication & Information Doctoral Program Strategic Plan

Vision: In line with the University of Tennessee's College of Communication and Information's vision, the Communication and Information doctoral program will become a world-renowned center for innovative learning as well as scholarship, and become regionally, nationally and internationally recognized as a program of excellence.

Mission: The mission of the Communication and Information doctoral program is to achieve excellence in teaching and research. It shares with the college and the University of Tennessee the core values of diversity and international and intercultural awareness.

Strategic Priorities:

1. Increase the number of quality PhD students from diverse backgrounds in each of the fields represented in our College

Initiatives

- a. Establish and maintain a doctoral curriculum that reflects realities of evolving communication research fields in order to attract more students to our program.
- b. Strive to provide adequate funding to doctoral students, both to attract and retain a high caliber of students from diverse backgrounds in our program.
- c. Continue to seek internal funding for our doctoral students from the Provost's office and the Graduate School.
- d. Continue to seek external funding for our doctoral students from governmental agencies and nonprofit organizations.

Measures of success

- a. Attain positive feedback from graduating doctoral students in exit surveys regarding the quality of our PhD program in how it has prepared them to be highly knowledgeable and cutting edge in their chosen fields of study.
- b. Demonstrate consistency in attracting doctoral students from diverse backgrounds with high GPA and GRE scores.
- c. Demonstrate high retention and graduation rates among our doctoral students.
- d. Show an increase in the amount of internal and external funding attained by the College.

2. Strengthen the productivity of our doctoral students in terms of research and scholarship.

Initiatives

- a. Create a formal faculty-student mentoring program to provide research guidance to doctoral students.
- b. Encourage senior doctoral students to serve as student mentors to incoming doctoral students.
- c. Encourage collaboration between doctoral students across the disciplines within the College.
- d. Incentivize faculty to collaborate with doctoral students on research projects.

Measures of success

- a. Demonstrate a general increase in the number of research outputs (i.e., academic conference papers and publications) from doctoral students.
- b. Demonstrate an increase in the number of collaborative research projects between doctoral students within the College.
- c. Show an increase in the number of collaborative research projects between doctoral students and faculty.

3. Maintain a dynamic and informed program that will complement and contribute to all fields represented within the College.

Initiatives

- a. Create a program that will allow doctoral students to be well versed in their own specific communication and information discipline, while being knowledgeable about the interdisciplinary nature of the fields.
- b. Allow and encourage program modification as appropriate to transformations in the fields of communication and information sciences.
- c. Encourage more faculty to become involved in the doctoral program and with doctoral students.

Measures of success

- a. Demonstrate satisfaction among doctoral students in exit interviews regarding the quality of education they received from our program in terms of preparing them for their careers.
- b. Demonstrate that our graduates are attaining positions at well-regarded academic institutions or research organizations/firms.
- c. Show satisfaction among doctoral students in exit interviews regarding the degree to which our program reflects transformations in the fields of communication and information sciences.
- d. Have in place a system that encourages and incentivizes faculty to become involved in our doctoral program and with doctoral students.
- e. Show an increase in the number of research projects involving faculty-doctoral student collaborations.