

MEMORANDUM

DATE: January 23, 2008

TO: Dr. Georgena D. Duncan, Dean of Liberal and Fine Arts

FROM: Dr. Donna R. Vocate, Head of Speech, Theatre, & Journalism

SUBJECT: Final Report-Professional Development Grant

Please accept this memo as my final report on the funding received from LFA (\$300) and the Faculty Development Grant (\$852) to attend the 2007 National Communication Association (NCA) annual meeting November 14, 2007 through November 18, 2007 in Chicago, IL. The convention set an attendance record with over 6,200 students, scholars, and teachers participating in the conference.

I attended a combination Workshop/Department Chairs Breakfast covering strategies for recruiting students and publicizing departmental accomplishments conducted by Mark Fernando, the NCA Marketing and Public Relations Manager, who provided templates for press releases and media packets. I also had discussions with other department chairs such as Howard Sypher from Purdue and Dede Johnson from Hope College regarding successful techniques they have used such as posting notes about faculty research and activities or alumni profiles on the department web site.

The convention Job Fair provided me with an opportunity to interview over 25 prospective faculty members for our three openings—two in Speech and one in Journalism. NCA membership is primarily in the Speech Communication discipline, but the organization does include a Mass Communication Division. Since Mass Communication is not the primary focus, I interviewed only three individuals who were qualified as Journalism faculty. Upon my return to campus, I wrote letters to everyone I had interviewed at the convention, inviting them to submit the additional materials needed to make a formal job application to Arkansas Tech. The searches have not closed yet, but we currently have 15 applicants for the two Speech Communication positions and three for the Journalism position.

In addition, I reviewed new textbook offerings in my field, and attended research presentations including those of Tech faculty members.

Thank you for the support from LFA and the Faculty Development Committee that made my attendance possible.

cc: Dr. Jack Hamm, Vice President for Academic Affairs ←←