

UPCOMING ISSUES

- 1 August – University Adjuncts
- 2 September – Undergraduate Profile

Raising Department Profiles

This C-Brief is a follow-up to the June 2012 [NCA Chairs' Summer Institute](#) and it includes ideas and roadblocks to promote teaching, research and service within the communication discipline. The 20 tips were developed by 30 communication department chairs.

NCA Resources for Communication Faculty:

- [Recently added "Raising a Program Profile"](#)
- [Chairs Corner](#)
- [Virtual Faculty Lounge](#)
- [Data About the Discipline](#)
- [Funding 101](#)

10 Tips on How to Promote Communication Teaching, Research and Service:

1. Host a workshop for faculty across campus on communication skills
2. Host a R&R Clinic – revise and resubmit – get advice and improve
3. Host a colloquium for research projects across campus
4. Assess service workload to distribute work among faculty and prioritize
5. Events: Communication day/week, speech contest, and/or bring in external speakers
6. Facilitate multi-faceted media presence (student newspaper, social media, press releases)
7. Engage faculty in community
8. Distribute/Develop a "Brag Sheet" to go out on a weekly basis
9. Create an advisory board (parents, faculty, administrators)
10. Use alumni mentoring to connect with Undergraduates

10 Roadblocks to the Promotion of Teaching, Research and Service:

1. Workload
2. Motivation
3. Administration
4. Money
5. Services
6. Time (Faculty/Students)
7. Lack of Collective Vision
8. Politics
9. Student Preparedness
10. Policy Structure

