



UBT

MEDIA AND COMMUNICATION FACULTY

**QUALITY IMPROVEMENT PLAN
2024-2025**

Quality Improvement Plan for Faculty of Media and Communication based on Student Evaluation

Objective:

- Enhance the quality of teaching and learning experience by addressing identified areas of improvement.

Tasks and Activities:

- Task: Improve Interactivity in Lectures/Exercises
 1. Activity 1.1: Conduct faculty workshops on active learning strategies.
 2. Activity 1.2: Implement technology tools like polls, quizzes, and discussion forums to make lectures more engaging.
 3. Activity 1.3: Introduce case studies and role-play sessions relevant to media and Communication's studies to enhance student engagement..
- Task: Increase Professors' Regularity and Respect for Schedule
 1. Activity 2.1: Monitor faculty attendance and punctuality regularly.
 2. Activity 2.2: Introduce a feedback mechanism for students to report any inconsistencies.
 3. Activity 2.3: Encourage faculty to communicate any foreseeable schedule changes in advance.
- Task: Enhance Clarity in Teaching Methods
 1. Activity 3.1: Organize peer-review sessions where professors can attend each other's classes and provide constructive feedback.
 2. Activity 3.2: Implement a mentorship program where senior faculty mentor newer faculty members.
 3. Activity 3.3: Encourage the use of visual aids, analogies, and real-life examples to elucidate complex media's and communication's concepts.

Milestones:

1. Conduct the first faculty workshop on active learning strategies by the end of the next month.
2. Complete implementation of at least two technology tools in lectures within the next two months.
3. Complete three peer-review sessions for each professor by the end of the current semester.
4. Establish a mentorship program by the start of the next academic year.
5. Achieve a 90% punctuality rate for all faculty members by the end of the current academic year.

Key Performance Indicators (KPIs):

1. Engagement Metrics: A 20% increase in student participation in lectures and exercises, as measured through polls, quizzes, and discussion contributions.
2. Feedback Metrics: A 15% improvement in student feedback regarding the clarity of teaching methods in the next student evaluation.

3. **Punctuality Metrics:** Achieve a 90% or higher punctuality rate for all faculty members in the next semester.
4. **Mentorship Metrics:** At least 80% of new faculty members should be paired with senior faculty mentors by the start of the next academic year.
5. **Peer-review Metrics:** At least 85% of professors should have undergone three peer-review sessions by the end of the current academic year.

Quality Improvement Plan for Faculty of Media and Communication based on Alumni Evaluation

The improvement actions:

Improving the practical part of the curriculum at the Faculty of Media and Communication, especially when it has an average score of 3.44, is crucial for ensuring students are well-prepared for their media and communication's careers. Here are some actionable steps and recommendations to enhance this area:

1. Introduce More Practical Courses:

Mock media debates: Organize mock debate sessions where students can simulate real debate proceedings. This will give them hands-on experience in how debate sessions are conducted.

Media's Clinics: Establish media's clinics where students can offer media's advice under the supervision of experienced journalists. This will give them practical experience while serving the community.

Collaborate with media's Institutions:

Internships: Partner with media firms, and other communications institutions to offer internships for students. This will provide them with real-world experience and networking opportunities.

Guest Lectures: Invite practicing journalists, and other communications professionals to give lectures on current media's issues and share their practical experiences.

2. Enhance Practical Training Materials:

Case Studies: Incorporate more real-life case studies in the curriculum. Analyzing and discussing actual cases can provide valuable insights into the practical aspects of Media and Communication.

3. Feedback Mechanism:

Regular Feedback: After each practical session or course, gather feedback from students about their experiences, what they learned, and areas of improvement.

Alumni Feedback: Engage alumni to provide feedback on how the practical training at the faculty helped them in their careers and areas where they felt more training was needed.

4. Continuous Training for Faculty:

Professional Development: Ensure that faculty members are regularly updated with the latest media and communications practices and are trained to impart practical knowledge effectively.

Faculty Internships: Encourage faculty members to take short internships or sabbaticals in media and communications firms or institutions to stay updated with current media and communications practices.

5. Expand Resources:

Legal Labs: Establish labs equipped with the latest media research tools and databases. This will allow students to conduct research as they would in a real-world media setting.

Workshops: Organize workshops focusing on specific practical skills, such as media research, communication, etc.

6. Review and Update Curriculum:

Curriculum Review: Regularly review the curriculum to ensure it aligns with current Media and Communication practices and the needs of the industry.

Incorporate Feedback: Use feedback from students, alumni, and industry professionals to make necessary updates to the curriculum.

Qualitative Comments Analysis:

Several alumni emphasized the need for more practical training and writing simulations. This suggests that while the theoretical foundation is strong, there's a perceived gap in the practical application of the knowledge. Additionally, some alumni mentioned the need for more attention to student. This indicates a potential area for improvement in student support and inclusivity.

Areas of Improvement based on Qualitative Comments:

- **Increase Practical Training and Court Simulations:** Alumni have expressed the desire for more hands-on experience during their studies. Incorporating more simulations debates in media and communication and practical training can bridge the gap between theory and practice.
- **Institutional Visits:** Alumni have mentioned the value of visits to institutions. This can provide students with real-world exposure and networking opportunities.
- **Start Practical Training Early:** Some alumni suggest introducing practical training as early as the second year. This can provide students with early exposure and better preparation for their future careers.

Quality Improvement Plan of Faculty of Media and Communication based on industry survey

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Table 1: Areas of Improvement and Action Plan

| Areas of Concern | Mean Score | Action Plan |
|---|------------|--|
| General employability of UBT Faculty of Media and Communication graduates after internship | 3.38 | <ul style="list-style-type: none"> • Enhance internship programs by partnering with more diverse media institutions. • • Introduce mentorship programs where experienced journalists guide students. • • Organize career fairs and networking events to connect students with potential employers. • • Offer workshops on media's writing, interview skills, and job search strategies. |
| Contribution of UBT Media and Communication Faculty to the research valuable for private sector and community | 3.38 | <ul style="list-style-type: none"> • Collaborate with private sector entities to identify areas of research interest. • Encourage faculty and students to undertake community-based research projects. • Organize research symposiums where findings can be presented to the community and private sector. • Establish a research fund to support projects that align with community and private sector needs. |

Action Plan Details:

Enhance Internship Programs:

- Partner with a broader range of medias, both local and international.
- • Ensure internships offer a balance of practical experience and theoretical learning.

Introduce Mentorship Programs:

- Connect students with experienced journalists who can guide them through their internship and early career stages.

Organize Career Fairs and Networking Events:

- Facilitate opportunities for students to meet potential employers and learn about various career paths in media and Communication.

Offer Workshops:

- Equip students with the necessary skills to navigate the job market successfully.

Collaborate with Private Sector Entities:

- Understand the research needs of the private sector and align faculty research projects accordingly.

Encourage Community-based Research:

- Promote research projects that address community issues, ensuring the faculty's contribution is valuable and relevant.

Organize Research Symposiums:

- Create platforms where faculty and students can present their research findings, facilitating knowledge exchange and collaboration.

Establish a Research Fund:

- Provide financial support for research projects that align with the needs of the community and private sector, promoting impactful and valuable research.

Quality Coordinator of Faculty of Media and Communication

14.10.2024