



Department Strategic Plan

Business and Visual Communications (AY 24-25 through AY26-27)

Department Objectives	Annual Program Budget Goal	Tasks (AY 24-25)	Tasks (AY 25-26)	Tasks (AY 26-27)
<p><u>OBJECTIVE #1</u> Articulate 10% of the Business/Viscom department programs to the University of Guam. (AY 24-25)</p>	<p>BASED ON FUNDING AVAILABILITY AS APPROVED DURING BUDGET PROCESS.</p>	<p>1. Conduct a student survey to determine the interest of the articulation. 2. Update the curriculum guides. 3. Continue working with Advisory Committee members' feedback.</p>	<p>1. Follow up and work closely with UOG to articulate the courses. 2. Advise students for the opportunities. 3. Assist with students' registration.</p>	<p>1. Assess relevance of instructional technology and modify or upgrade as necessary. 2. Monitor the articulation closely. 3. Survey students' articulation effectiveness.</p>
<p><u>OBJECTIVE #2</u> Explore the possibility of aligning the programs with National Standards that allow students to obtain certification upon graduation. (AY 25-26)</p>	<p>BASED ON FUNDING AVAILABILITY AS APPROVED DURING BUDGET PROCESS.</p>	<p>1. Research the type and number of certificate(s) available. 2. Gather Advisory Committee members' input. 3. Survey students' interest in the certification plan.</p>	<p>1. Analyze survey responses. 2. Select the certification for the programs. 3. Obtain Advisory Committee members' feedback.</p>	<p>1. Review the certification with the existing program. 2. Revise the curriculum if needed or necessary. 3. Advise students' registration.</p>

<p><u>OBJECTIVE #3</u> Involve the community to support a self-sustainable state-of-Art laboratory and/or conference venue that aligns with industry needs, workforce development and training. (AY 26-27)</p>	<p>BASED ON FUNDING AVAILABILITY AS APPROVED DURING BUDGET PROCESS</p>	<ol style="list-style-type: none"> 1. Research the needs of the community and/or industry. 2. Create the proposal with the guidance from the Advisory Committee members. 3. Pursue funding work. 	<ol style="list-style-type: none"> 1. Choose the plan that align with the community and/or industry needs 2. Develop program and course assessment plan in conjunction with the project. 3. Continue working with industry advisory committees. 	<ol style="list-style-type: none"> 1. Develop program and course assessment plan in conjunction with the project. 2. Revise Program and Curriculum documents as necessary. 3. Assess the effectiveness of the project.
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