

Health Communications Major Strategic Plan (2011-2014)
School of Communications
Grand Valley State University

Goal 1: Health Communication Major will promote high-impact educational practices that benefit students' achievement and learning in health care discipline.

Objective 1: Faculty in Health Communication Major will attempt to create opportunities encouraging students' participation in faculty research projects.

Action Plan: Faculty in Health Communication Major will submit 1 or 2 research proposals to apply for Student Summer Scholars Program at the Center for Scholarly and Creative Excellence in the fall of 2013 and 2014.

Objective 2: Faculty in Health Communication Major will expand opportunities for experiential learning through community-based service and partnership.

Action Plan: Faculty in Health Communication Major will recruit 1 or 2 potential health care organizations/communities that are willing to have students involved in their current or on-going projects. Examples may include designing newsletters, delivering health campaigns, and promoting patients' education.

Goal 2: Health Communication Major will provide students with career outlook, understanding, and guidance needed to prepare them for their future career choices.

Object 1: Faculty in Health Communication will invite some guest speakers to share with students about their careers and experiences.

Action Plan 1: Faculty in Health Communication each semester will invite at least 3-4 guest speakers with different career backgrounds to share their experiences and answer students' questions.

Action Plan 2: Faculty in Health Communication will bring alumni back to campus to meet with students about career choices

Object 2: Faculty in Health Communication will also attempt to host a major event aiming to introduce students to different career options and steps they need to take.

Action Plan: Faculty in Health Communication Major will organize a panel consists of representatives from Career Service at GVSU, some local health organizations and surrounding communities to provide understanding of health care discipline and fostering interactions as well. The panel will be hold in the fall of 2012 and 2013.