

The Integrated Communication Initiative Webber International University

Like many institutions of higher education, Webber International University recognizes both that its applicants have critical deficiencies in communications skills and that the workplace has critical needs for college graduates possessing excellent communications skills. Our mission statement states that we “educate students in preparation for careers in the worldwide business environment” and that “emphasis is placed on development of skills in ... oral and written communication.” It is from these recognitions, and this mission, that our Quality Enhancement Plan, *The Integrated Communication Initiative*, evolved.

At the highest level, the Webber International University Quality Enhancement Plan seeks to improve student communication through a variety of curricular and extracurricular activities and plans to measure our success through actual improvement in communications skills.

The four goals of this Quality Enhancement Plan are for our students to be able to analyze rhetorical situations and select appropriate communication strategies; our students to be able to organize and compose culturally appropriate messages in both domestic and international settings; our students to have a wide variety of opportunities to practice and develop communication skills; and to provide a curricular and extracurricular environment supportive of the development of communication skills. We intend to meet these goals through eighteen specific actions and prove our success through six specific measures.

The Quality Enhancement Plan enjoyed input from a broad array of campus constituencies including students, faculty, staff, administration, alumni, and others. We have adequate resources to allocate the specified budget and time to the project. While detailed in the body of the plan, we feel both the need for such an initiative and its impact on student learning is both evident and significant.

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