



TO: Terry Brown, Provost and Vice President for Academic Affairs

FROM: J. Andy Karafan, Dean, College of Liberal Arts and Sciences

SUBJ: Reappointment of Dr. Angela McGowan, Assistant Professor,
Communication for third and fourth year effective September 1, 2018
to August 31, 2020

DATE: December 15, 2017

I have reviewed the recommendation of the Communication Personnel Committee (DPC), each member's ballot, the recommendation of the chair, Mr. Kiyak, and Dr. McGowan's reappointment materials. Dr. McGowan joined Communication in August of 2016; therefore, she is now being reviewed for years 3 and 4.

I concur with the unanimous strong recommendations of the DPC and chair: Dr. McGowan should be reappointed for years 3 and 4 effective September 1, 2018 to August 31, 2020. I provide details below.

Teaching

It is notable that the first sentence of her teaching statement refers to how she learns about herself as a teacher through the many forms of interactions she has with students. She then goes on to describe how she has adjusted a course schedule and made changes to lessons to keep them fresh and relevant to students. Much of her focus is on encouraging higher-order learning and the ability to apply what they have learned to real-world (e.g., interpersonal relations) and work-based scenarios. A great example of this is COMM359: Presidential Campaign Communication Vote Mobilization Project, where students, as the title implies, created and implemented voter mobilization campaigns.

Consistent with the above, she provides students with many means of demonstrating what they have learned. Examples include in-class activities, applied final projects, such as website design, and in-depth discussions.

Evaluations of her teaching are positive. Both student comments and the quantitative summary data suggest that her courses are challenging. Across the various scale items (e.g., "... this course achieved its stated objectives.") provided by the Fredonia survey, she receives, on average, a score of "very good." She also

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gathers additional information about her teaching by offering students her own, course-specific surveys.

Scholarship

Dr. McGowan has the ability to approach her scholarship from the perspectives of both researcher and practitioner. Her research agenda is well balanced. Specifically, it is focused largely on rhetoric, but her investigations related to this concept are reasonably broad, including femininity and civility, media narratives, etc. Since her last review, she has had a book chapter accepted for publication, which focuses on using Jon Stewart's participation on *Crossfire* as a means of teaching the elaboration likelihood model (ELM); she has re-submitted a manuscript to a journal; and she has two additional manuscripts in progress.

Service

Dr. McGowan's contributions to the Fredonia community include service as a senator, advisor to the student group, the Applied Communication Association, co-facilitator of the resume and cover letter workshop, chair of the ALL IN Campus Democracy Challenge, and participant in Democracy 101. In sum, she has, in a very short time, contributed a great deal to the University community.

In conclusion, Dr. McGowan certainly meets the reappointment criteria for years 3 and 4. She should be pleased by her accomplishments as a second-year member of the faculty and I thank her for her efforts. I look forward to her continued contributions to her field, the College, and the University.

JAK:tmh

Attachment

C: Mr. Mark Kiyak, Chair
Dr. Angela McGowan, Assistant Professor
Mr. Michael Daley, Director of Human Resources