

MEMORANDUM

TO: Mark Kiyak
Chair, Department of Communication

FROM: Tracy Marafiote
Associate Professor; Chair, Department of Communication Personnel Committee

DATE: October 17, 2017

SUBJECT: 3rd & 4th Years Reappointment Recommendation: Dr. Angela McGowan

The Department of Communication Personnel Committee is pleased to unanimously “strongly recommend” a two-year reappointment (September 01, 2018 to August 31, 2020) for Dr. Angela McGowan. Since becoming a tenure-track faculty member at Fredonia (as well as during her year as a visiting professor) Dr. McGowan has made valuable contributions to the teaching, scholarship, and service goals of the department and has a clear plan for continued success in these areas.

Dr. McGowan continues to be an integral part of the Communication Studies and Social Interaction (CSI) major, providing courses that challenge students to think beyond the superficial content of public rhetoric. In (as well as outside of) the classroom, she puts in great effort to prepare well-organized lesson plans that provide a carefully regimented learning experience, while still retaining space for student interaction and growth. Professor McGowan consistently does an outstanding job of making sure course content is current and relevant, and engages students by drawing on contemporary examples to demonstrate difficult concepts. One reviewer noted that they were “particularly impressed with the way she demonstrated complex material by using TV commercials to explain the material as well as previous student work to support major points.” These examples reveal her efforts to engage this generation of students in ways relevant to their interests. In her interactions, Professor McGowan has a strong classroom presence and pushes her students to meet the high standards which she earnestly believes they can achieve. And they do. As one student noted on the evaluation for Rhetoric and Criticism, a course with a reputation for its intensity:

Rhetoric and Criticism taught me new ways to think about the messages that are being delivered to me through media and personal interactions. My writing abilities grew enormously due to Dr. McGowan's emphasis on clear, accurate, and researched writing. I think that this class has been the most beneficial I have taken yet at Fredonia. It has given me confidence in my writing and discussion capabilities.

In addition to her professionalism in the classroom, Dr. McGowan continues to demonstrate her dedication to a strong research agenda focused on political communication and democracy. She currently has an article under review after a revision and resubmission to the respected *Southern Communication Journal*, and a second article in the process of revision for resubmission. While

working on those projects, Professor McGowan has also fully outlined and begun work on a manuscript based on her extensive semester-long voter mobilization project that she implemented here at SUNY Fredonia during the fall of 2016, the ALL IN Campus Democracy Challenge.

The ALL IN Campus Democracy project demonstrates Dr. McGowan's singular ability to link her scholarly interests with her teaching and service work. The project was initially tied into her special topics course, Presidential Rhetoric, and, with the involvement of the Provost Brown, evolved into a campus-wide event. Despite still navigating her a first year as a full-time faculty member, she agreed to chair the university-wide committee, and initiated and coordinated a very well-attended presentation (and Student Association meeting and book signing) by the nationally known presidential speech writer, Dr. Craig Smith. Professor McGowan also serves on the Assessment of the Humanities GenEd Curriculum Committee. Besides her school-wide service, Dr. McGowan has tirelessly provided service to the Department of Communication, volunteering since her year as a visiting professor to serve as the department's University Senate Representative. She has proposed Fredonia Foundations courses, submitted two (and taught one) courses to the Honors Program, and taken on the faculty advisor role for the Applied Communication Association. On top of this, She is also working with Dr. Amanda Lohiser on their second annual resume and cover letter writing workshop (fall semesters), and an interviewing workshop (spring semesters) to meet the specific needs and goals of communication students.

In summary, after reviewing Dr. McGowan's accomplishments and her plans for continued contributions in the areas of teaching, scholarship, and service, the committee is pleased to recommend her reappointment.

cc: Angela McGowan