

ADMINISTRATIVE ROLE AND RESPONSIBILITY

(Revised November 10, 2017; August 21, 2025)

The Director of the School of Arts, Media, and Communication is responsible to the Provost/Vice President for Academic Affairs and serves as the chief administrative and academic officer of the School. The Director is responsible for planning, organizing, coordinating, directing, and evaluating the cooperative effort of the School.

The specific responsibilities of the Director include the following:

Advocacy

- Promote an understanding, both internally and externally, of the School, its purposes, and objectives;
- Represent the School at professional and ceremonial functions;
- Oversee all public relations efforts;
- Communicate School mission, objectives, programs, and other activities to different stakeholders.

Fundraising

- Foster new partnerships, existing relationships, and articulate a vision that generates investment and support from the community, private donors, and alumni;
- Be actively involved in fundraising activities.

Strategic Planning

- Articulate and implement long-term mission, vision, and strategic plans to guide the development of the School in conjunction with the University's strategic plan.

Faculty and Staff

- Administer all personnel matters related to the School's faculty and staff, including hiring, promotions, retention, tenure, faculty and staff compensation and merit raises;
- Promote faculty development activities and encourage faculty concern for teaching and scholarship;
- Approve teaching loads, teaching schedules, academic advisory responsibilities, special assignments that may impact faculty members' instructional abilities, and requests to participate in external employment;
- Supervise and oversee the appointment of the Associate Director, Department Chairs, the Executive Administrative Assistant to the Director, the School IT person, the PAC director, and the School Budget Manager;
- Work with Department Chairs in the appointment of coordinators of minors and graduate programs;
- Build and lead a collaborative academic leadership team and community, guided by TAMUCC's mission, vision, and values.

Communication

- Plan and hold regular faculty meetings;
- Plan and hold regular meetings with Department Chairs.

Curriculum

- Facilitate high quality, relevant, innovative curriculum;
- Leads academic planning, including program development and innovation, program prioritization, and assessment;
- Oversee the maintenance of standards of instruction;
- Oversee the compilation of information for accreditation.

Students

- Provide consistent encouragement of undergraduate and graduate research;
- Promote student learning and retention through quality recruiting, counseling, internships, advising, and placement;
- Encourage and support effective use of technology and instructional resources to improve student learning.

Administrative Functions

- Oversee the submission of syllabi for all School courses;
- Provide data required for institutional research purposes and promotes those research efforts related to academic matters;
- Approve all publications related directly to School matters;
- Administer policies and procedures established by the University and School.

Budget

- Identify, allocate, and prudently manage the budget resources that support the mission, vision, and strategic plans of the School and University;
- Provide budgetary control and supervision of the University Theatre, the Weil Gallery, the Islander Gallery, the Performing Arts Center, and other such units. Approve all letters of agreement/contracts for the above units.

Facilities Management

- Work with Department Chairs on the utilization of space and equipment assigned to the School.

Perform other duties as assigned by the Provost/Vice President for Academic Affairs.

ASSOCIATE DIRECTOR

According to University Policy, Associate Deans and Directors hold mid-management positions in the university. Appointed by the School Director, subject to the approval of the Provost, the Associate Director supports the Director in managing School activities. The Associate Director is a member of the regular faculty of the School and is appointed by the Director to serve half-time throughout the Fall and Spring terms, and either half-time or full-time in the summers, depending upon School needs, as a member of the Director's staff.

For information on Associate Director selection, workload, and compensation, see University Policy 33.99.99.C0.02.

The Associate Director's work areas include:

School Elections and Committees

- Work with elections officers and the Senior Administrative Assistant on elections calendar and elections process;
- Oversee committee staffing process;
- Inform committee chairs (SAMC Research Enhancement Review Panel, Curriculum, Awards) about budget, tasks, and deadlines;
- Review and approve awards.

Scheduling and Enrollments

- Work with Department Chairs on schedules and on course rotations;
- Check for balanced course offerings across core sections (ARTS, MUSI, THEA, for instance);
- Work with Department Chairs on enrollment management issues and with Business Manager on cancellations.

Catalog

- Work with Provost's office on timelines for catalog revision and inform faculty and Department Chairs;
- Review Curriculum Committee recommendations and ensure action items are on the agenda for School meetings;
- Prepare and present executive summary of proposed catalog changes at School meetings for consideration for approval.

Academic Advising

- Work with SAMC Advisors to ensure effective student advisement and consistency across the School;
- Meet regularly with Senior SAMC Advisor;
- Approve exceptions to degree plans;
- Approve Directed Independent Study applications;
- Review suspension appeals.

Island Days

- Oversee School representation and participation at Island Days.

Orientations and Mentoring

- Organize and administer new faculty orientation sessions;
- Assign faculty mentors for new full-time faculty and observe progress during the first year.

Students

- Serve as primary mediator of student complaints pertaining to Department classes and faculty, with referral to the Associate Director, the Dean of Students, or the Director of Equal Opportunity/Employee Relations;
- Work with the Senior Advisor, consider student appeals of cases of academic probation, suspension, and dismissal;
- Assist with implementation of the school-level grade appeal policy, as needed.

Scholarships

- Convene SAMC graduate scholarship committee;
- Approve awards.

Graduate Programs

- Hold regular meetings with graduate coordinators to discuss academic and non-academic programming, recruitment strategies, and other issues of interest;
- Work with Graduate Coordinators to maintain consistency and fairness in standards, requirements, and procedures;
- Remind faculty to renew graduate faculty status;
- Organize graduate mixers.

School Handbooks

- Update SAMC Faculty Handbook and Adjunct Faculty Handbook;
- Oversee updating of Administrative Assistant, Graduate Coordinator, and Advising Handbooks.

Staff

- Supervise the SAMC Events Specialist, including making work assignments, conducting annual reviews, and approving time cards and leave time;
- Supervise Graduate Assistants for special projects, as assigned.

Assessment

- Work with Department Chairs and Area Coordinators on best practices in annual program assessment (WEAVE Online).

Committee Service

- SAMC Chairs Council.

Faculty Development

- Work with SAMC Research Enhancement Review Panel to administer the SAMC Research Enhancement Grant process.

Act as the Director's representative and delegate as assigned and assume additional responsibilities as assigned by the Director.

DEPARTMENT CHAIR

According to University Policy, Chairs of academic departments hold half-time, mid-management positions. They are appointed by the Director, subject to the approval of the Provost, and represent their departments in School and university matters and act as liaisons between departmental faculty and the Director. With the active engagement of their faculties, they oversee the curricular, personnel and functional aspects of the departments. They also keep their departmental faculties informed of issues facing the School and the university. The chairs of academic departments work under the supervision of the Director and are responsible for such duties as assigned by the Director. They provide a major leadership role in the academic mission of the university.

For information on chair selection, workload, and compensation, see University Policy 31.99.99.C1.01.

Responsibilities:

Scheduling and Enrollment

- Develop schedules for each semester, in consultation with the Department faculty, and in consideration of students' needs;
- Work with the Director's office to manage enrollments;
- Approve special course requests and grade changes for students whose discipline/major is within the Department;
- Supervise the textbook selection process in the Department.

Curriculum

- Oversee curricular and course planning;
- Coordinate the Department's catalog revision process and work with the Associate Director to see that the catalog is submitted and course inventory forms completed and appropriately filed;
- Oversee annual assessment and five-year program review efforts. Oversee all data entry efforts (WEAVE Online and Digital Measures).

Faculty

- Mentor new faculty;
- Assist Department faculty in the development of any special University-related activities, such as training grants, professional meetings, colloquia, special classes, research grants, and the like;
- Conduct annual faculty reviews, including review of alternative workload reassignments, with recommendations to the Director pertaining to such personnel issues as salary, contract renewals, tenure, and promotion to all ranks, all as specified in University and School policies;
- Employ and supervise appropriate adjunct faculty for the Department as needed, with the approval of the Director and Provost;
- Chair or delegate the chair role of all Department faculty search committees, which includes supervising the development and circulation of job descriptions; working with

Human Resources on the review of applicants; calling references and organizing conference calls among members of the search committee and specific candidates; and organizing on-campus interview visits with candidates recommended by the search committee;

- Recommend to the Director concerning Department faculty requests that pertain to: travel; sick leave and other absences from campus; funds for special teaching materials; remunerated off-campus activities.

Students

- Oversee all departmental recruitment efforts, including departmental participation at Island Days;
- Collaborate with Academic Advisors.

Administrative

- Plan and chair regular meetings of the department/discipline faculty to discuss department business;
- Serve as an active member of the School Chairs Council;
- Develop annual department budget requests, in consultation with the Director, and make recommendations to the Director pertaining to all Department requests for expenditures;
- Oversee department budget and approve requests;
- Work with other Department Chairs and Director's office on space assignments;
- File workload reports each semester.

Staff

- Employ and supervise the department's Administrative Assistant, including making work assignments, conducting annual reviews, and approving time cards and leave time.

Perform other tasks as assigned by the Director.

Art and Design Department Chair

- Provide general supervision of rooms dedicated to the Art and Design Department in the Center for the Arts. In cooperation with the School of the Arts, Media and Communication Facilities Supervisor, assign space to faculty and staff in the Department;
- Provide general supervision for the university galleries;
- Oversee use of Graphic Design labs;
- Develop annual Department budget requests, in consultation with the Director, and recommendations to the Director pertaining to all Department requests for expenditures;
- Oversee selection and hiring of Graduate Assistants;
- Hire and supervise the Operations Technician.

Communication and Media Department Chair

- Oversee use of Media lab;

- Oversee selection and hiring of Graduate Assistants in consultation with the graduate coordinator.

Music Department Chair

- Serve as liaison with the NASM, the Department's accrediting agency. Duties include entering HEADS data survey information annually and coordinating all required reports;
- Oversee the advancement of students through applied studio levels each semester;
- Oversee all student degree recital paperwork and senior capstone projects;
- Tabulate and maintain the results of new student auditions;
- Work with Departmental Administrative Assistant to oversee calendar of events;
- Assign offices to Music faculty from among those assigned to the Music Department;
- Maintain and update the Department of Music Handbook of Policies, Rules and Procedures;
- Oversee the use of the computer labs and recording studio in the Performing Arts Center;
- Work with faculty and staff to solve facilities/equipment problems.

Theatre and Dance Department Chair

- Supervise the University Theatre in conjunction with the Director of the Theatre;
- Oversee budget for the University Theatre.