

Editor's Note

This issue of *JACA* explores issues of interest to communication administrators at three levels: course, program, and individual person. Anderson, McCloskey, Scott, Alt, and Gardner describe efforts to redesign the basic course, offering insights for strategic course identity management in response to a competitive, assessment-conscious campus environment. Allen and colleagues examine assessment of faculty research productivity at the program level and individual level, exploring implications for comparison across programs and institutions of similar types. Eberhardinger explores graduate student self-branding as a site for responsiveness on the part of communication administrators, working from a philosophical approach integrated marketing communication.

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