

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

This plan is intended to be in alignment with:

- 1. The North Carolina A&T State University
Preeminence 2020 Strategic Plan,*
- 2. The College of Arts and Sciences Strategic Plan, and*
- 3. The Accrediting Council on Education in Journalism
and Mass Communication (ACEJMC) Standards*

Strategic Plan
2015-2020

NORTH CAROLINA A&T STATE UNIVERSITY
DEPARTMENT OF JOURNALISM AND MASS
COMMUNICATION

STRATEGIC PLAN
2015-2020

PURPOSE AND SIGNIFICANCE

In concert with the A&T State University's Strategic Preeminence 2020 Plan and the College of Arts and Sciences' 2012-2017 Strategic Plan, this document constitutes the Department of Journalism and Mass Communication's goals for the next five years (2015-2020). The department believes that the attainment of each goal represents a key factor in preparation of students for their academic and professional success at the local, regional, national, and international levels.

VISION AND MISSION OF THE DEPARTMENT

A. VISION

The vision of the Department of Journalism and Mass Communication is to promote excellence in instruction, research and professional practice by preparing future journalists, professional communicators, and media practitioners.

B. MISSION

The mission of the Department of Journalism and Mass Communication at North Carolina Agricultural and Technical State University is to prepare students with the high quality education necessary to succeed as professionals and critical thinkers and to become productive citizens of their communities, the nation and the world. We cultivate diversity, interdisciplinary learning, creativity, freedom of expression, mutual respect, ethical conduct, social responsibility, and expertise in journalism and mass communication. Students are encouraged to integrate their knowledge and skills for service to their communities, career advancement, graduate study, and lifelong learning. The mission of the department also reflects the philosophy and supports the ideals of the unit's accrediting agency, the Accrediting Council on Education in Journalism and Mass Communication (ACEJMC).

C. GOALS OF THE DEPARTMENT

The Department has developed the following goals that arise from its mission statement.

1. cultivate in students the practice of acquiring interdisciplinary knowledge and developing analytical and critical skills for acquiring balanced views of world issues;
2. develop in students good oral and written communication skills necessary to the journalism profession;
3. develop in students at least one area of specialty and preferably the convergence of multiple areas in their chosen field;
4. develop the ability of students to collaborate with specialists in other fields in order to be informative, analytical, and critical in their reporting on issues;
5. cultivate in students and--an understanding of the historical, cultural, legal, ethical and moral contexts in which they apply their knowledge and skills;
6. prepare students for employment and career advancement in local, national and international media markets;
7. engage students in local community activities in order for them to apply their classroom knowledge to public use;
8. encourage students to participate in scholarly work and creative productions; and
9. encourage students to explore new channels of communication and collaborative work that transcends departmental and institutional boundaries.
10. maintain strong relationships with alumni, community, business and non-profit sector.

These goals are intended to ensure that students will gain the necessary theoretical knowledge and practical skills that will enable them to function effectively and successfully in all facets of modern journalism, mass communication, and related fields.

D. OBJECTIVES OF THE DEPARTMENT

The Department will achieve the following objective in accordance with the University's and College of Arts and Sciences' strategic plans:

STRATEGIC DIRECTION 1: CURRICULUM AND INSTRUCTION

Goal 1: Adhere to and Strengthen the Required Accreditation Standards

- a. plan for achieving full reaccreditation by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC)
- b. incorporate and adhere all ACEJMC Values and Competencies into program and course offerings

Goal 2: Continuously Update/Revise the Program Core to Reflect Market Demands and Changes.

- a. ensure currency of courses, curricula, and instructional technologies
- b. enhance language skills (grammar, spelling, punctuation, style, social and cultural elements)
- c. enhance reporting and storytelling preparation (story conception, reporting, writing, editing, production)
- d. incorporate new media production (text, photo, graphics, audio, video, convergence skills)
- e. teach application of skills on blogging, website development, social media networking, and other emerging communication means
- f. emphasize research (conceiving, conducting, reporting, interpreting, critiquing, augmenting)
- g. expose students to market trends and employment opportunities/choices in the field
- h. educate students in legal, ethical, social, historical, cultural, religious, technological, and other relevant matters

Goal 3: Enhance Program Assessment and Learning Outcomes

- a. Strengthen/improve the existing assessments
- b. Implement/offer the Freshman Orientation/Experience course
- c. Improve/update the Capstone course
- d. Ensure that all course syllabi have specific objectives and learning outcomes
- e. Adjust/modify programs to maximize effectiveness in teaching and learning

Goal 4: Employ Appropriate Instructional Hardware, Software and Laboratory Facilities

- a. To secure appropriate and sufficiently powerful hardware
 - new computers in instructional labs
 - satellite, microwave or fiber optic linkage subsystem associated with the TV Studio
- b. To secure appropriate and sufficiently powerful software
 - software for photo, graphics, audio, video, Web, convergence skills
 - new non-linear video editing system
 - new software for use on Macs
- c. To ensure reliable and continual technical support for the hardware and software
 - Secure regular services of a TV Studio engineer
 - secure services of computer hardware and software technician

Goal 5: Enhance Cultural Diversity and Global Awareness

- a. incorporate diversity and global issues into all courses
- b. offer courses, seminar, and symposiums
- c. increase student and faculty/staff diversity
- d. encourage study abroad programs
- e. establish international cooperation with universities
- f. support faculty participation in international conferences/seminars

STRATEGIC DIRECTION 2: STUDENT PRODUCTIONS

Goal 1: Promote Application of Skills Outside of Course Requirements

- a. promote student participation in departmental, regional and national contests
- b. distribute student presentations on university, regional and national media outlets
- c. establish regularly produced TV programs and their distributions via local cable, university channel, YouTube, and other venues
- d. establish a regularly published Newsletter and engage students in its preparation
- e. promote the serving of campus, regional and national clients by students

Goal 2: Enhance the Availability of Resources to Students

- a. increase the availability of production hardware for on-location use
- b. develop/acquire Web-/computer-based instructional tools for skill development
- c. Identify channels (e.g., print and electronic) for distribution of student work

Goal 3: Strengthen the Relationships Between Courses and Campus/Local media

- a. form a professional Advisory Board for the department
- b. invite campus/local media practitioners to serve as guest speakers
- c. use campus media outlets as sites for student practicums
- d. use campus media as outlets for student work (audio, video, web, and print)

STRATEGIC DIRECTION 3: INSTRUCTIONAL OUTCOMES ASSESSMENT

Goal 1: Develop an Assessment Plan that Gauges the Effectiveness of Curriculum

- a. measures that cover elements from curriculum core and individual concentrations
- b. measures that cover elements from conceptual and professional aspects of the field
- c. measures that may be applied early and late (repeated) during the tenure of students
- d. criteria for assessment that are addressed with quantitative and qualitative measures
- e. criteria that call for the utilization of internal and external expertise in assessment

STRATEGIC DIRECTION 4: FACULTY DEVELOPMENT

Goal 1: Promote Exchange and Collaboration Among Faculty

- a. implement a system of mentoring that uses departmental and other mentors
- b. promote collaboration among departmental faculty on instruction, research, and service
- c. promote faculty collaboration in teaching through department course scheduling
- d. encourage inter-departmental and interdisciplinary research and creative work

Goal 2: Encourage/Support Individual Faculty Development

- a. enhance the expertise of faculty in the use of software employed in advising
- b. enhance the expertise of faculty in the application of instructional technology
- c. promote the enhancement of the skills of faculty in their professional specialties
- d. support faculty participation in workshops, seminar, and courses

STRATEGIC DIRECTION 5: FACULTY PRODUCTIVITY

Goal 1: Maximize Faculty Creative and Professional Contributions

- a. through University, regional, national and international media outlets
- b. through participation in University, regional, national and international contests
- c. through the provision of media services to various clients
- d. through support for leadership roles in national professional organizations

Goal 2: Strengthen/Increase Faculty Scholarly/Creative Output

- a. award research releases to JOMC faculty for scholarly/creative activities
- b. encourage and support faculty presentations at national/international conferences
- c. support and facilitate intra-disciplinary and cross-disciplinary research collaboration
- d. encourage and support faculty grant initiatives/proposals

STRATEGIC DIRECTION 6: STUDENT ADVISING AND SERVICES

Goal 1: Maximize Student Retention and Graduation Rates

- a. hire at least one full-time professional academic advisor for the department
- b. enhance facilities, laboratories, physical appearance of the department
- c. enhance faculty and staff interaction with students
- d. use qualitative and quantitative research to inform intervention in student retention
- e. encourage faculty advisors to assist in student retention
- f. encourage student organizations and peer networks as helpers in student retention

Goal 2: Maximize the Positive Perception Students of the Advising Process

- a. assess the availability and accessibility of advisors
- b. assess the knowledge and accuracy of advisors
- c. assess the reliability and responsiveness of advisors
- d. ensure the confidentiality of student information known to advisors

STRATEGIC DIRECTION 7: INTERNSHIP AND EXTERNAL RELATIONSHIPS

Goal 1: Establish a Center for Internship and External Relations

- a. expand internship opportunities and enhance procedures
- b. ensure the presence of academic, community, and industry members on the board
- c. facilitate exchange between the board and the faculty, college, provost, chancellor
- d. engage students, alumni, faculty, and friends in outreach/community activities

Goal 2: Establish a Strong, Committed, and Diverse Advisory Board

- a. link with industry and community organizations
- b. request participation in program instructional assessment
- c. engage in fundraising and other resource development
- d. advance the departmental imperatives in the University
- e. enhance campus/community engagement through sustained activities/programs

Goal 3: Strengthen Alumni Engagement and Fundraising Efforts

- a. develop innovative programs to keep alumni connected with the department and with each other
- b. create a new framework to provide professional networking opportunities and career advancement
- c. foster a culture of philanthropy by increasing alumni giving in myriad ways to include time, talent, efforts and financial resources
- d. align the mission of the JOMC Alumni Council with Preeminence 2020

STRATEGIC DIRECTION 8: GRADUATE AND CERTIFICATE PROGRAMS

Goal 1: Establish an Interdisciplinary Graduate Degree Program/s

- a. survey regional needs and propose a viable Master's program
- b. hire qualified/strong faculty with doctoral degrees
- c. join with an appropriate department/s in developing the program
- d. draft a proposal and secure the required resources from the College/University
- e. implement the program in a way that makes maximum use of departmental faculty
- f. promote/advertise the program

Goal 2: Establish an Interdisciplinary Online Professional Certificate Program/s

- a. assess the need and feasibility of offering an online certificate program
- b. collaborate with an appropriate department to plan and propose the certificate
- c. identify and secure resources
- d. obtain approval
- e. promote/advertise the program locally and nationally

STRATEGIC DIRECTION 9: ENHANCE STUDENT RECRUITING AND ENROLLMENT

- a. create a promotional/marketing package for the department
- b. visit local high schools and colleges
- c. invite high school and college academic advisors to the campus
- d. schedule regular student tours
- e. engage faculty, staff, and current students in recruitment activities
- f. utilize the social media (blogs, twitter, Facebook, Instagram, YouTube, etc.)

STRATEGIC DIRECTION 10: INTEGRATION OF CAMPUS MEDIA

- a. transfer TV Studios, Radio Station, and The A&T Register (student newspaper) to the department
- b. encourage and support cooperation and collaboration between the media and department
- c. integrate the operations to form a multimedia platform
- d. enhance student engagement in the operations of the media
- e. engage faculty and staff in programming and content development
- f. secure a closed-circuit television channel for distribution of student and faculty work

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