

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

This plan is intended to be in alignment with:

- 1. The North Carolina A&T State University
Preeminence 2020-2023 Strategic Plan,*
- 2. The College of Arts, Humanities and Social Sciences
strategic plan and,*
- 3. The Accrediting Council on Education in Journalism
and Mass Communication (ACEJMC) Standards*

Strategic Plan
2022-2027

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

STRATEGIC PLAN
2022-2027

PURPOSE AND SIGNIFICANCE

In concert with the A&T State University's Strategic Preeminence 2023 Plan and the College of Arts, Humanities and Social Sciences' Strategic Plan, this document constitutes the Department of Journalism and Mass Communication's goals for the next five years (2022-2027). This document was initially approved by the JOMC faculty in June 2021 and revised in February 2022. 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. cultivate in students an appreciation, understanding and respect of diverse cultures through study abroad programs, student exchange programs and other global initiatives.
11. 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 objectives in accordance with the University's and the College of Arts, Humanities and Social Sciences' strategic plans. The strategic plan has 11 components.

1. Academic Excellence,
2. Student Success,
3. Cultural Diversity and Global Awareness,
4. Student Recruiting and Enrollment,

5. Faculty Development and Productivity,
6. Facility Upgrades,
7. Internships and External Relations,
8. Graduate and Certificate Programs,
9. Integration of Campus Media and Innovation,
10. Study abroad, and
11. Community and Alumni Engagement.

STRATEGIC DIRECTION 1: ACHIEVE ACADEMIC EXCELLENCE THROUGH CURRICULUM AND INSTRUCTION (Continuous)

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 Curriculum to Reflect Market Demands and Changes. (Revisions to be submitted to the College and Senate in spring 2023)

- a. ensure currency of courses, curricula, and instructional technologies
- b. review and update curriculum every five years
- c. enhance language skills (grammar, spelling, punctuation, style, social and cultural elements)
- d. enhance reporting and storytelling preparation (story conception, reporting, writing, editing, production)
- e. continue to teach application of skills on website development, social media networking, podcasting, and other emerging communication means
- f. continue to emphasize research (conceiving, conducting, reporting, interpreting, critiquing, and augmenting)
- g. continue to expose students to market trends and employment opportunities/choices in the field
- h. continue to educate students in legal, ethical, social, historical, cultural, religious, technological, and other relevant matters
- i. establish new media innovation and entrepreneurship courses
- j. enhance the functions of the JOMC Internships and External Relations Center to include a website for job postings, electronic equipment for interviewing on-site and virtual, training session for e-portfolio and resume development and a career closet equipped with professional attire.
- k. engage in collaborations with business, engineering computer science, visual and graphic design to create new media

Goal 3: Enhance Program Assessment and Learning Outcomes (Continuous and in progress)

- a. develop an Assessment Plan that Gauges the Effectiveness of Curriculum
- b. establish criteria for assessment that are addressed with quantitative and qualitative measures
- c. implement/offer the Freshman Orientation/Experience course
- d. develop a Capstone course to synthesize what students know and can do
- e. continue to ensure that all course syllabi have specific objectives and learning outcomes
- f. adjust/modify programs to maximize effectiveness in teaching and student learning by closing the loop to allow the implementation of best practices and to achieve desired outcomes
- g. plan for establishing a graduate degree program, and
- h. develop a plan and obtain the necessary resources to become a school within the next five years

STRATEGIC DIRECTION 2: STUDENT SUCCESS (Continuous)

Goal 1: Promote Application of Skills Outside of Course Requirements

- a. recruit, retain, graduate and secure successful employment
- b. increase student engagement in academics, social and professional organizations
- c. promote student participation in departmental, regional and national contests
- d. distribute student presentations on university, regional and national media outlets
- e. establish regularly produced TV programs and their distributions via local cable, university channel, YouTube, and other venues
- f. establish regularly published updates on the department's website to acknowledge student achievements

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
- d. promote professional mentoring programs sponsored by alumni and industry professionals

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

- a. engage the members of the JOMC Advisory Board in the affairs of the department
- b. invite media practitioners to serve as guest speakers
- c. use University media outlets as sites for student practicums
- d. use JOMC campus media outlets to gain real-world experiences (radio/tv/print/digital)

Goal 4: Strengthen Student Advising and Services (Fall 2023)

- a. hire at least one full-time professional academic advisor for the department
- b. update all advising forms and convert them into fillable documents
- c. enhance advising procedures by converting all forms into digital and editable format
- d. post all essential forms and guidelines on the JOMC website

Goal 5: Maximize Student Retention and Graduation Rates

- e. enhance facilities, laboratories, physical appearance of the department
- f. enhance faculty and staff interaction with students
- g. use qualitative and quantitative research to inform intervention in student retention
- h. enhance advising procedures and documents to assist in student retention
- i. encourage student organizations and peer networks as helpers in student retention

Goal 6: Maximize the Positive Perception Students have of the Advising Process (Fall 2023)

- 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. convert all advising forms into digital and editable formats
- e. ensure the confidentiality of student information known to advisors

STRATEGIC DIRECTION 3: CULTURAL DIVERSITY AND GLOBAL AWARENESS (In progress. The first study abroad program is scheduled for May 2024)

Goal 4: Enhance Cultural Diversity and Global Awareness

- a. create an environment that fosters understanding, appreciation and respect to all JOMC students
- b. incorporate diversity and global issues into all courses
- c. offer courses, seminar, and symposiums to reflect diversity and inclusion
- d. increase student and faculty/staff diversity
- e. implement a faculty-led study abroad program
- f. establish international cooperation with universities
- g. encourage students to participate in the newly established “JOMC Study Abroad” program.

STRATEGIC DIRECTION 4: ENHANCE STUDENT RECRUITING, AND ENROLLMENT (Continuous)

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

STRATEGIC DIRECTION 5: FACULTY DEVELOPMENT AND PRODUCTIVITY (Initial implementation: Spring 2023)

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. encourage and support faculty participation in workshops, seminar, and courses

Goal 3: 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
- e. encourage inter-departmental and interdisciplinary research and creative work

Goal 4: 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. provide opportunities for faculty to write, publish and speak around the world on topics impacting journalism and mass communication
- e. provide an outlet for faculty to share their research,

- publications, innovations and creative works both internally and externally
- f. establish a Journalist in Residence faculty position
- g. establish Professor of Practice faculty positions

STRATEGIC DIRECTION 6: FACILITY UPGRADES (Continuous)

Goal 1: Employ Appropriate Instructional Hardware, Software and Laboratory Facilities

- a. secure grants to upgrade television studio, radio station, newspaper and computer laboratories
- b. purchase of ‘future-proof’ mobile VJ equipment, digital editing and production tools and software licenses
- c. create new laboratories and enhance current laboratories that provide real-world experiences in broadcast, print, digital and public relations local, domestic and nationally

STRATEGIC DIRECTION 7: INTERNSHIP AND EXTERNAL RELATIONS (Continuous)

Goal 1: Continue to build/upgrade Center for Internship and External

Relations

- a. enhance the functions of the JOMC Internships and External Relations Center”
- b. expand internship opportunities and enhance procedures
- c. ensure the presence of academic, community, and industry members on the advisory board
- d. facilitate exchange between the board and the faculty, college, provost, chancellor

Goal 2: Re-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. continue to 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 goals of JOMC

STRATEGIC DIRECTION 8: GRADUATE AND CERTIFICATE PROGRAMS (To be drafted and submitted for approval in spring 2024)

Goal 1: Establish an Interdisciplinary Graduate Degree Program

- a. survey regional needs and propose a viable master's program
- b. hire qualified/strong faculty with doctoral degrees and professional experiences
- 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 approvals
- e. promote/advertise the program locally and nationally

STRATEGIC DIRECTION 9: INTEGRATION OF CAMPUS MEDIA and Innovation (Continuous)

- 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
- g. Create innovation, incubator or maker center (learning by creating) that promotes multidisciplinary learning

Strategic Direction 10: Study Abroad (Planned for May 2024)

- a. implement a faculty-led study abroad program
- b. establish international cooperation with universities
- c. encourage students to participate in the newly established "JOMC Study Abroad" program.

STRATEGIC DIRECTION 11: COMMUNITY AND ALUMNI ENGAGEMENT (Continuous)

- a. Engage members of the JOMC Alumni Council in fundraising activities, recruitment of members, curriculum, and assessment initiatives
 - b. engage students, alumni, faculty, and friends in outreach/community activities
 - c. set-up an alumni network via social media, email, website to track alumni accomplishments and engagements
 - d. establish a center to create opportunities for JOMC to play an important role in exploring the social challenges impacting our local community and the nation.
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REV February 2022