

Approved May 5, 2011

**Diversity Plan
School of Mass Communication
Loyola University New Orleans
2009-2013**

The School of Mass Communication, Loyola University New Orleans, is committed to diversity. In keeping with the university's philosophy and commitment, the SMC seeks to promote the overall Jesuit and Catholic tradition of creating and maintaining a campus environment where students, faculty and staff respect our differences. These differences include but are not limited to age, social and economic status, sexual orientation, educational background, marital status, ethnicity, gender, individual traits, ability, race, cultural heritage and religious beliefs.

The SMC, like the university, seeks to be a leader in fostering respect for the rights of others, including the right to be different through a supportive and inclusive campus environment.

The School's Diversity Plan will be monitored annually and assessed for compliance by the Student Services Coordinator and a minority student appointed by the Student Services Coordinator.

Specifically, the SMC is committed to diversity through the following objectives.

Objective 1: Enhance the diversity of the school's faculty and staff to reflect our multicultural society.

In 2010-2011, the SMC employed 11 full-time faculty: 4 men (36%), 7 women (64%). Two (18%) are African-American.

2011-2012 Goal: Seek at least 30% of guest speakers, 30% of adjuncts, 18% of full-time faculty represent minorities.

- When hiring faculty and staff, ensure that ads are appropriately placed in minority and multicultural publications such as NABJ, AAJA. NAHJ.
- When hiring faculty and staff, ensure that diverse pools of candidates are examined as potential finalists in searches.
- When hiring faculty and staff, bring in Loyola New Orleans Human Resource personnel to ensure that all candidates are treated fairly, justly, etc.
- When hiring adjuncts, ensure that diverse pools of candidates are examined.
- Faculty should seek guest speakers representing diverse backgrounds.

Objective 2: Enhance diversity of the school's student body to reflect our multicultural society.

In 2010 Fall, of the 272 full-time SMC majors, 7 (3%) are non-resident alien, 31 (11%) are Hispanic, 6 (2%) are multi-racial, 4(1%) are Alaskan/ American Indian, 7 (3%) are Asian, 58 (21%) are African-American, 139 (51%) are white, 4 (1%) are other, 19 (7%) are unknown; 209 (77%) are women and 63 (23%) are men.

2011-2012 Goal: enhance our recruitment and retention of minority students.

- Develop minority recruitment/retention plan (2012/2013) based on 2011/2012 focus groups

Objective 3: Strengthen the diversity of the school's curriculum to ensure majors and minors understand the role & context of mass communication in a multicultural society.

2011-2012 Goal: Identify courses in which diversity is addressed. One hundred percent of our sequences will address diversity.

- Faculty members will seek to include awareness of diversity of ideas, in their courses
- Faculty members will seek to include diversity issues in those courses when and where appropriate.
- Continue to offer courses such as Media and Gender (CMMN 455) and International Journalism (CMMN A473).
- Annually, bring in university resource personnel to offer training to faculty and staff on dealing with students with diverse backgrounds, including students with disabilities, to ensure appropriate protocol is followed for all students.

Objective 4: Strengthen the environment of the School by ensuring an atmosphere of inclusiveness

- In developing an SMC mentorship program, ensure minority participation.
- Seek opportunities for minority scholarship/foundation funding.
- Encourage student organizations to invite minority participation.
- Continue to include HBCU area schools in the annual SMC Networking Night at Loyola.
- Publicize Loyola speakers of diverse backgrounds to SMC students.

Objective 5: Maintain the cultural diversity of School representatives on the College's visiting Committee

Of the 14 CSS committee members, 3 (21%) are African-American, 7 (50%) are women. Of the 6 SMC representatives, one is African-American (17%) 2 are women (33%).

Objective 6: Increase the visibility of our minority faculty, staff, students and alumni

2011-2012 Goal: Stories published, photographs, and other content in SMC website, social media, newsletters and other promotional materials will represent successes of minority faculty, staff, students and alumni and represent the demographics of the school.