

(Approved December 2012)

**Diversity Plan
School of Mass Communication
Loyola University New Orleans
2013-2016**

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.

Seek at least 30% of guest speakers, 30% of adjuncts and 18% of full-time faculty to represent minorities.

Seek at least 50% of SMC work-study students who represent minorities.

When hiring faculty, 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, recruit diverse pools of candidates.

Objective 2: Enhance retention efforts of first generation/minority students

Faculty should closely monitor and alert the Director/Student Services Coordinator of all early warnings with continued tracking of first generation/minority students so that additional resources can be offered if necessary.

Student Services Director should continue to execute the SMC Probation Plan for all students who attain below a 2.0 grade point average.

Student Services Director should monitor the success of all first generation/minority students and work with students' advisors as necessary for additional mentorship.

SMC should seek additional resources for students through Loyola's Academic Resource Center and Center for the Study of Intercultural Understanding when necessary.

SMC should begin pilot testing a minority/professional mentoring program with minority students and search for funding for additional individual(s) on staff to manage this program.

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.

One hundred percent of our sequences will address diversity.

Faculty members will seek to include diversity issues in those courses when and where appropriate.

The SMC will continue to offer courses such as Media and Gender (CMMN 455) and International Journalism (CMMN A473).

Faculty will develop additional diversity course to cover all sequences in the SMC.

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, the SMC will ensure minority participation.

The SMC will seek opportunities for minority scholarship funding.

The SMC will encourage student organizations to invite minority participation.

The SMC will continue to include HBCU area schools in the annual SMC Networking Night.

The SMC will publicize Loyola speakers of diverse backgrounds to SMC students.

Objective 5: Increase the visibility of our minority faculty, staff, students and alumni

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

All SMC ads must reflect diversity of the SMC.

SMC website front cover page must consistently contain diversity on its pages.