

**Strategic Plan
School of Mass Communication
Loyola University New Orleans
2009-2012**

Mission of the School of Mass Communication

The mission of the School of Mass Communication (SMC) is to educate students to have a critical understanding and comprehensive body of knowledge of the techniques, theories and social consequences of our complex national and global mass communication system. In our technologically intense fields in which method and form are major concerns, we educate students to become intellectual, artistic and ethical professional leaders in the rapidly changing information environment.

In the Jesuit tradition, we are committed to understanding and advancing social justice through service to our university, our communities and our disciplines. As scholars, staff, student and alumni, we value the media as social instruments and are committed to the ethical integration and application of communication skills, knowledge and values in the interconnected and diverse world around us.

Vision Statement of the School of Mass Communication

The School of Mass Communication seeks to be a professionally accredited, nationally recognized program centered in the liberal arts. It will be characterized as such by teaching excellence, community engagement, technological superiority and scholarly involvement. The student centered curriculum will foster critical thinking, artistic and creative expression within a global, interdisciplinary framework. The Catholic, Christian and Jesuit values will inspire a humanistic and ethical approach to learning. Social justice and diversity will be embraced intellectually, culturally and demographically. This type of curriculum will produce students who are leaders in the field.

Goals and tactics:

In keeping with the University's overarching strategies of the Loyola 2012 plan which include enhancing Jesuit values, improving student retention and enhancing reputation and stature, the School of Mass Communication defines its own overarching goal to **position the School of Mass Communication for excellence and growth within a rapidly changing media environment.** We believe we should **ensure that Jesuit Values are at the core of all we do.**

The following includes the SMC's overarching strategies with associated tactics.

1. Enhance Academic Excellence:

- Recruit and retain high quality students
- Focus emphasis on core concepts and ethics
- Enhance and promote media studies sequence
- Review and adapt curriculum to meet changing requirements
- Engage students via research, service, out of class, and extracurricular initiatives

2. Prepare for Accreditation:

- Establish priorities and approach
- Develop work plan with results, accountabilities, and timeline
- Manage personnel to support accreditation
- Manage the process/logistics

3. Improve Visibility and Reputation:

- Develop and implement a strategic communications plan
- Increase integration within the university community
- Build lifelong engagement with alumni
- Increase connections with the academic community
- Raise SMC profile within the professional community
- Increase visibility and outreach locally, regionally and nationally

4. Foster Faculty and Staff Excellence:

- Recruit and retain sufficient and quality faculty
- Support a quality staff that meets strategic requirements
- Enhance faculty education and mentorship opportunities
- Ensure faculty support resources are sufficient
- Support continuing education for faculty/staff

5. Align Resources with Strategic Requirements

- Expand effective use of technology
- Expand and diversify funding
- Ensure physical facilities meet requirements

Mission Statement and Student Learning Outcomes

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More specifically, the faculty of the School of Mass Communication seeks to

The School of Mass Communication and Journalism expects students to graduate with a mastery of the professional values and competencies established by the Accrediting Council on Education in Journalism and Mass Communication (ACEJMC) and has adopted as their own.

Graduates of the school's programs should be able to:

1. understand and apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances
2. demonstrate an understanding of the history and role of professionals and institutions in shaping communications
3. demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications
4. demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society
5. understand concepts and apply theories in the use and presentation of images and information

6. demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity
7. think critically, creatively and independently
8. conduct research and evaluate information by methods appropriate to the communications professions in which they work
9. write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve
10. critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness
11. apply basic numerical and statistical concepts
12. apply tools and technologies appropriate for the communications professions in which they work.