

Approved December 2012
Amended February 26, 2013

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

Mission of the School of Mass Communication

In the School of Mass Communication, we educate students in the Jesuit tradition to become intellectual, creative and ethical professional leaders in the mass communication industry.

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 objectives/strategies with associated tactics.

1. Recruit and Retain High Quality Students

Recruitment:

Develop and Implement SMC Ambassador Program spring 2013.

Utilize faculty and staff to strategically contact students who are interested in mass communications.

Develop and implement a social media strategy such as Google hangout with students and their parents to answer questions, etc.

Develop a video to promote the SMC on the web, etc.

Increase enrollment to 300 while maintaining student quality based on 11 to 1 ratio. Year 1 (275), Year 2 (285), Year 3 (300).

Develop a more exciting mass communications minor that addresses particular niches requested by majors across Loyola New Orleans.

Develop summer mass communication course(s) for high school students to receive college credit as a recruitment tool perhaps digital communications and/or social media course.

Develop strategy for local high school visits using ambassadors, director, student services.

Develop and implement strategic courses to enhance excitement within the curriculum to attract new students such as social media course.

Retention:

Determine SMC's Academic Standing among Loyola Students and implement a SMC admissions policy.

Retain students above the Loyola average.

Faculty should attend all SMC events, engage with students, and require student attendance. For example, SMC kickoff, Networking Night, Spring Fiesta, etc.

Begin development and implementation of a limited mentorship program for students while searching for funding for full time program director.

2. Enhance Academic Excellence:

Review curriculum once yearly (fall) at a special curriculum meeting
Consistently review and adapt curriculum to meet changing media landscape and ACEJMC accrediting standards.

Enhance and promote SMC minor(s) by spring 2013.
Increase from 17 to 20 and then to 34 by 3rd year.

Engage students via research, service, out of class, and extracurricular initiatives (for service and extracurricular) Host student leader focus group and get student commitment
(1/3 of faculty would seek research opportunities with undergraduates)

SMC Director to develop and implement undergrad research grants by using professorship and other discretionary funds.

Build larger presence at national mass communication meetings including panel and scholarly presentations to ¼ of faculty at AEJMC by year two; ½ of faculty by year 3.

3. Prepare for Accreditation:

Determine feasibility for self study through consultant (January) and send formal request from President seeking ACEJMC accreditation.

Prepare and conduct self-study for 2013-14.

Begin preparations and host site visit following self study (renovate labs, paint, etc).

4. Improve Visibility and Reputation:

Enhance web and social media presence

Continue to integrate within the university community by having SMC faculty on key university committees

Build lifelong engagement with alumni by hosting the annual Den of Distinction

Continue to develop a culture of giving and work towards increasing annual gifts by alumni by 10% annually

Work at silent phase of capital campaign with 1 million dollar goal toward multimedia center year 1

Determine set communication schedule for email blast/newsletter. (one per semester or as awards etc. warrant and evaluate after year one for possible revised schedule.)

Raise SMC profile within the academic and professional community with 100% of faculty present at scholarly/professional meetings annually

Faculty represented at national professional meetings for journalism, advertising and public relations.

Faculty should attend all SMC events (where possible) and require student attendance. For example, SMC kickoff, networking night, Spring Fiesta, etc.

5. Foster Faculty and Staff Excellence:

Continue to recruit and retain sufficient and quality faculty with minimum masters and/or significant professional experience

Support a quality staff that meets strategic requirements-

Staff to attend at least one professional meeting in their areas annually

Enhance faculty education and mentorship opportunities through continuing research Fridays

Ensure faculty support resources are sufficient for travel for research and professional meetings

Support and fund continuing education for faculty/staff

6. Align Resources with Strategic Requirements

Develop and implement a SMC fundraising board with goal of 1 million in next 12 months, 2 ½ by 3rd year

Continue strategic plan for laboratories, cameras, etc. on technology implementation

Continue to expand and diversify funding

10% faculty apply for internal/external grants

7. Enhance Alumni Relations

Consistent email newsletter once per semester

Continue Den of Distinction program and request awardees serve as committee to formalize process and nominate awardees to the SMC faculty for final approval

Include alumni as guest speakers in classes, portfolio review, networking night, etc.

Include alumni on development committee for fundraising

Strategically plan and implement by 2016 a national advisory/visiting board

Student Learning Outcomes

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.