



Approved September 15, 2015
Amended August 20, 2016

Strategic Plan School of Mass Communication Loyola University New Orleans 2016-2019

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 Loyola 2020 plan which calls for the university to focus activities on four overarching strategies to cultivate a learning-centered community:

- dedicated to a high-quality, experiential, and values-based education.
- devoted to students' discovery of their career and a life of service.
- infused by the cultures and traditions of New Orleans.
- rooted in the Jesuit and Catholic mission of the University.
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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:

- Implement SMC Ambassador Program.
- Use faculty and staff and students to strategically contact high school students who are interested in mass communication.
- Develop a matrix for admissions to know which classes are best for visiting high school students to attend.
- Complete a video to promote the SMC and its fundraising efforts on the web and with social media.
- Promote our minors and emphasis areas throughout campus .
- Expand and revise Silver Scribe High School Journalism Contest to include all majors to launch in 2016.

Retention:

- Continue to boost retention rate of sophomores and above the Loyola average.
- Faculty should attend all SMC events, engage with students, and require student attendance.
- Revise and improve the Spring Fiesta; include alum and student input. Develop and implement mentorship program for students.
- Continue to assess and improve student success through SMC probation program.
- Pilot an SMC early warnings program through the Loyola Student Success Center.

2. Enhance Academic Excellence:

- Consistently review and adapt curriculum to meet changing media landscape and ACEJMC accrediting standards.
- Provide opportunity for student reflection in capstone and internship classes, integrating the Ignatian principles of discernment.
- Promote SMC minors and emphasis areas.
- Engage students via experiential learning and community engagement in coursework across all sequences.
- 100% of faculty attend either a scholarly or professional meeting annually.

3. Maintain ACEJMC and CEPR Accreditations:

- Maintain all documents relating to accreditations Review assessment documents annually and adjust curriculum as needed
- Consistently review all ACEJMC and CEPR standards to ensure continued compliance

4. Improve Visibility and Reputation:

- Adapt to more social media platforms
- Continue to integrate within the university community by having SMC faculty on key university committees
- Continue to build lifelong engagement with alumni by hosting the annual Den of Distinction
- Continue fundraising to develop a culture of giving and work towards increasing annual gifts by alumni by 10% annually, adding to endowments and the multimedia center
- Continue email blast/newsletter with at least one per semester or as awards etc. warrant
- Raise SMC profile within the academic and professional community with 100% of faculty present at scholarly/professional meetings annually
- Faculty should attend all SMC events and require student attendance.

5. Foster Faculty and Staff Excellence:

- Continue to recruit and retain sufficient and quality faculty with minimum master's 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
- 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:

- Continue strategic plan for laboratories, cameras, etc. on technology implementation
- Continue to expand and diversify funding through fundraising Develop and implement a funding plan for student travel
- Increase hours for check in and check out of equipment
- Ensure equipment is consistently updated to current professional standards.
- 10% faculty apply for internal/external grants

7. Enhance Alumni Relations:

- Consistent email newsletter once per semester
- Continue Den of Distinction program and keep awardees on committee to formalize process and nominate awardees to the SMC faculty for final approval
- Include alumni as guest speakers in classes, portfolio review, SMC networking night, etc.
- Include alumni on development committee for fundraising
- Explore a plan for 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.