

Adopted Jan. 23, 2020

**Strategic Plan
School of Communication and Design
Loyola University New Orleans
2020-2023**

Mission of the School of Communication and Design

In the School of Communication and Design, we educate students in the Jesuit tradition to become intellectual, creative and ethical professional leaders in the art, design, film, journalism and strategic communication industries.

Goals and tactics:

In keeping with the University's stated commitments, which call for the university to focus activities on four overarching strategies to cultivate a learning-centered community, the SCD is:

- 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.

The School of Communication and Design defines its own overarching goal to **position itself 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 School's overarching objectives/strategies with associated tactics.

1. Recruit and Retain High Quality Students:

Recruitment:

Host an annual media day in conjunction with JEA/Tom Bell Silver Scribe to recruit students in all disciplines within the school.

Conduct high school visits to campus where appropriate.

Create and purchase school swag.

Coordinate efforts with enrollment management and the student success center.

Use interactive, video and social media to promote the school.

Develop and implement a paid social media budget for students to design and execute.

Promote our minors and emphasis areas throughout campus.

Explore opportunities for dual enrollment with local high schools.

Retention:

All faculty should use the attendance feature with Blackboard.

100% of faculty must participate in early warning reporting process.

100% of participation of midterm grade reporting

Experiment with a pilot mentorship program

Focus to improve sophomore retention rate each year

Focus on improving graduation rates each year

Institute a student survey of faculty advising

Train and request faculty use Loynotes to document significant advising issues including drop/add courses, major and minor changes, health concerns, etc.

Faculty should attend all school events, engage with students, and require student attendance

Encourage collaborative projects and activities to build student relationships

Continue to assess and improve student success through School academic success plan

Require at least 50% of all guest speakers be minority

Continue and require student centered activities such as fall kick off, Christmas cookies and coffee, etc.

2. Enhance Academic Excellence:

Consistently review and adapt curriculum to meet changing industry landscapes and relevant accreditation standards

Provide opportunity for student reflection in the curriculum

Promote school minors and emphasis areas

Engage students via experiential learning and community engagement in coursework across all disciplines

All full-time faculty will turn in research/scholarly/creative activity annual goals at the start of the fall semester to be used in the spring during evaluations

100% of full-time faculty annually attend, present or exhibit at a scholarly or professional conference or exhibition

Faculty should seek collaborative opportunities among school and university colleagues to enhance scholarly/creative activities

Identify and create opportunities within the curriculum to broaden student experience and improve the quality of student work through collaboration with complementary disciplines at both the school and university levels

3. Maintain SACS and relevant accreditations standards:

Maintain all documents relating to accreditations.

Review each fall assessment documents and adjust curriculum as needed.

Explore opportunities and challenges to meeting discipline specific accreditation standards.

4. Strategically collaborate with departments within the School, College and other Colleges to enhance curriculum:

Align curriculum to foster and enhance collaborative efforts including scheduling, course sequencing, accessibility and credit toward degree.

5. Develop an online strategy to increase online degrees and classes for profit:

Ensure profitability

Ensure online courses and degrees offer flexibility and options for onground students

Maintain high value for the student by hiring quality faculty and a rigorous review of all course materials

Explore opportunities for enriching online offerings and degrees

Explore opportunities for certificate programs

6. Improve Visibility and Reputation:

Adapt entire School to more social media platforms

Continue to integrate within the university community by having School 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%

Send email blast/newsletters including with at least one per semester or as awards etc. warrant

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

Faculty should attend all School events and require student attendance.

Faculty should seek local, state and national leadership roles in relevant organizations.

Encourage participation in and submission of student work to national festivals, awards and scholarship competitions

7. Foster Faculty and Staff Excellence:

Continue to recruit and retain sufficient number of 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/creative activities and professional meetings

Support and fund continuing education for staff

Refine and address role clarity for staff, faculty and student workers

8. Align Resources with Strategic Requirements:

Develop and implement a strategic technology plan for all faculty which includes laptops and other technology necessary

Develop and implement strategic plan for teaching laboratories, technology and equipment across the school

Continue to expand and diversify funding through fundraising

10% faculty apply for internal/external grants

9. 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 School faculty for final approval

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

Strategically identify where endowed funds are needed in the school and expand and evaluate structure of the development committee to enhance fundraising