Strategic Plan 2026-2030

Mission

The School of Communication and Design (SCD) educates students in the Jesuit tradition to become intellectual, creative, ethical, and professional leaders in design (graphic and interactive), filmmaking, and mass communication (journalism, public relations, advertising, and digital communication).

Grounded in the Jesuit and Catholic mission of the University, the School provides a high-quality, experiential, and values-based education that:

- Supports students in discovering meaningful careers and lives of service
- Reflects and is enriched by the cultures and traditions of New Orleans
- Forms graduates who are contemplative in action and committed to ethical leadership

Strategic Vision

In alignment with Loyola University New Orleans's Mission to Momentum 2030 Strategic Plan, the School of Communication and Design will position itself for excellence, innovation, and sustainable growth within a rapidly evolving higher education landscape—while ensuring Jesuit values remain central to all decisions, programs, and partnerships.

Strategic Goals and Objectives

Goal 1: Strengthen Faculty and Staff Excellence

Objective: Increase scholarly, creative, pedagogical, and service contributions while fostering a culture of professional growth and collaboration among faculty and staff.

Strategic Actions

- Require full-time faculty to submit annual research, scholarly, and creative activity goals each fall for use in spring evaluations.
- Increase faculty participation in scholarly or professional conferences or creative exhibitions (attendance, presentations, festivals, public showcases) by at least 10% annually.
- Establish structured opportunities for interdisciplinary collaboration within the School and across the University.

- Promote and fund participation in faculty development programs at the School, College, University, and professional association levels.
- Create an annual internal showcase highlighting faculty scholarly and creative work.
- Work collectively to maintain SACSCOC and relevant discipline-specific accreditations standards.

Goal 2: Invest in Sustainable Technology and Infrastructure

Objective: Increase investments in industry-aligned facilities, equipment, and learning environments that support innovation and student success.

Strategic Actions

- Explore external funding, grants, and partnerships to support capital investments.
- Conduct biennial reviews of technology requirements (e.g., laptops, software, production tools) for all majors.
- Establish equipment lifecycle replacement schedules for labs, studios, and production spaces.
- Develop and implement a 3 to 5 year rolling technology and facilities upgrade plan.

Goal 3: Enhance and Elevate School Brand Prestige

Objective: Strengthen the School's visibility, reputation, and influence locally, regionally, and nationally.

Strategic Actions

- Implement a coordinated, content-driven social media strategy highlighting student work, faculty achievements, alumni success, and community partnerships.
- Increase faculty and staff participation in professional associations, advisory boards, and academic leadership roles.
- Maintain representation on key University committees to ensure alignment and visibility.
- Develop an annual impact report showcasing outcomes, awards, placements, and experiential learning initiatives.
- Strengthen alumni engagement through spotlights, events, and mentorship programs.

Goal 4: Increase Enrollment, Retention, and Student Success Rates

Objective: Increase enrollment of students interested in mass communication, design, and filmmaking by 12% annually while improving retention and graduation rates.

Strategic Actions

- Launch a coordinated recruitment strategy with Enrollment Management by November each academic year.

- Increase engagement with high schools that are in neighboring parishes and states.
- Host a minimum of three major recruitment events annually.
- Expand signature outreach initiatives such as Fri-YaYs (minimum three per semester) and the Creative Summer Experience (annually).
- Increase the number of partner high schools offering Dual Enrollment courses.
- Expand digital recruitment through interactive video, portfolio showcases, student takeovers, and targeted campaigns.
- Expand retention-focused programming including peer mentorship, first-year engagement initiatives, and academic advising support.
- Inform students about student success resources available to them across campus.

Goal 5: Expand and Deepen Experiential Learning Opportunities for Students

Objective: Ensure every student participates in meaningful experiential learning annually.

Strategic Actions

- Integrate experiential learning components across curricula in all SCD disciplines ensuring that at least two opportunities are available per discipline each academic year.
- Increase the number of service-learning designated courses across disciplines.
- Strengthen internship pipelines through expanded industry partnerships.
- Foster student connections through each discipline's industry-based advisory members.
- Continue implementation of portfolio-based assessment benchmarks aligned with career readiness standards.

Goal 6: Cultivate a Culture of Contemplative Action and Mission-Centered Education

Objective: Integrate Jesuit values and the practice of contemplative action into academic programs, decision-making processes, community engagement, and leadership development within the School.

Strategic Actions

- Embed structured reflective practices within select courses across all SCD disciplines.
- Continue supporting student-led community-based projects that serve New Orleans and surrounding communities.
- Offer at least one annual School-wide event for students focused on ethics, justice, media responsibility, or design for social good.
- Provide annual mission-focused workshops or retreats for faculty, staff, and students.
- Cultivate partnerships with mission-aligned community organizations that will offer meaningful work and internship experiences for SCD students.
- Encourage students to apply professional skills to projects that advance equity, sustainability, and the common good.