

**Department of Journalism
Strategic Plan
Effective Fall 2016**

VISION: The University of Wisconsin Oshkosh Department of Journalism will be known as a top-tier mass communication department among midsize, public universities in the Midwest for successfully preparing students seeking media-related careers. We will do this through program innovations, campus collaborations and industry connections.

MISSION: The department will graduate students who, having received a comprehensive liberal arts education, are intellectually curious, possess skills to compete in the global marketplace, and are able to react and adapt to changes in the industry while maintaining the highest ethical standards of fairness, truth and accuracy.

CORE VALUES

- A dynamic and inclusive departmental environment that encourages a quality educational culture and professional achievement.
- Professional ethical principles and behaviors that reflect transparency, fairness, truth, accuracy and diversity.
- A quality classroom experience with hands-on, interpersonal teaching and personal investment in students that will allow our graduates to compete for careers in the global marketplace through an open-minded, critical thinking approach.
- Effective communication through multiple media in the written, visual and oral realms using current tools and technology.
- Idealistic and practical endeavors that help influence the lives of people beyond the classroom, serve the broader community and better society through research-based solutions.

Priority 1

Convey the University of Wisconsin Oshkosh Department of Journalism brand reflective of our mission and vision to enhance and grow our program.

Long-term goals:

1. Develop a strong brand presence using traditional and new media.
2. Promote the department to prospective students.

Tactics:

- Work more closely with Academic Advising advisers, including informing them of the majors, minors and emphases offered in the department
- Engage with high school programs
- Continue to engage with NEWSPA and evaluate it in regard to recruitment, promotion and best leverage of departmental resources
- Continue to have faculty participate in student recruitment opportunities; promote program in Introduction to Journalism and Mass Communication class
- Investigate options with admissions toward more direct recruiting at the high school level and two-year college programs

Short-term goals:

1. Leverage existing college and university promotional tools.

Tactics:

- Leverage external methods: College of Letters and Science, Integrating Marketing and Communication office
- Leverage internal methods: Department of Journalism social media initiative (blog, Twitter, Facebook)
- Engage student workers to work toward these methods

2. Promote department achievements.

Tactics:

- Assign the program assistant to track faculty and student projects and awards
- Regularly publicize these projects and awards in newsletter, blog, social media and other venues

3. Create and articulate a slogan and brand for prospective students via all communication vehicles – website, brochures, etc.

Tactics:

- Roll out slogan and brand on all media vehicles by December 2016

Priority 2

Make technology a core strength of the University of Wisconsin Oshkosh Journalism Department to prepare students for the rapidly changing media landscape and increase competitive strength of Department of Journalism compared to other media programs.

Long-term goals:

1. Explore methods for keeping the latest technology available and used in preparing students for the workplace.
2. Develop an integrated approach to teaching technology throughout the curriculum.
3. Work to support strategic plan through needs identified by Instructional Resources and Technology (IRT) committee.

Tactics:

- Secure increased budget for computer labs
- Secure increased budget for technical support
- Explore offering workshops or seminars to public to raise money, increase networking with community and offer community service
- Integrate multi-platform media in a majority of Department of Journalism courses

Short-term goals:

1. Develop a mechanism for tracking trends in technology and how they map to the overall student experience within the Department of Journalism.

Tactics:

- Map out a list of technology-related skills necessary for student-learning outcomes

Priority 3

For each student, provide student development throughout the Department of Journalism, including leadership, market-ready skills, critical thinking, and creativity with awareness of global perspectives; encourage students to engage in critical thinking through advising of relevant classes and engaging in intellectual investigations.

Long-term goals:

1. Provide students with practical, real-world knowledge of how to communicate on a variety of multimedia platforms including print, video, audio and the web. (See Priority 2)

Tactics:

- Offer and find opportunities for faculty members to remain current with key technology and advances within the field

2. Increase participation in local organizations with national affiliations.

Tactics:

- Maintain national affiliation with the Society of Professional Journalists, the Public Relations Society of America, and the American Advertising Federation
- Maintain local affiliation with Wisconsin Newspaper Association, Northeast Wisconsin PRSA and Fox River Ad Club

3. Encourage student and faculty participation in national competitions.

4. Recognize students' interests and facilitate students' strengths.

Tactics:

- Provide students with opportunities to develop leadership skills
- Develop opportunities for service learning
- Maintain and expand successful internship program through emphasis on internships and portfolio development

5. Continue to build and promote internship program.

6. Maintain and expand placement of graduates in quality positions with opportunities for advancement in media professions.

Tactics:

- Guest speakers
- Experts
- Journalism Advisory Board
- Academic Advising (one-on-one)
- Mentoring
- Use of successful alumni as role models in curriculum and department communication
- Use Department of Journalism social media to announce job openings
- Provide one-on-one communication regarding job openings

Short-term goals:

1. Host a media panel in 2016-17, with a goal of hosting multiple panels prior to the next accreditation visit.

Tactics:

- In September 2016, faculty will discuss panel planning

Priority 4

Provide a curriculum grounded in media principles but evolving with the changing media, technology, global and economic landscapes.

Long-term goals:

1. Maintain a curriculum that provides clear direction for students as they progress through their major by specifying mandatory courses and a culminating experience.
2. Help students to be critical and strategic thinkers.
3. Teach students to maintain the highest standards of integrity, accuracy, fairness, truth and civic responsibility.
4. Expose students to the integration of communication, technology and critical thinking to best communicate.
5. Develop new ways of exposing students to a variety of learning concepts.
6. Revise curriculum to respond to ACEJMC feedback and budgetary factors.

Short-term goals:

1. Advance curriculum initiatives to enhance undergraduate program.

Tactics:

- Complete agreed-upon actions based on post-site team visit suggestions
- Continue process to renew Certification in Education for Public Relations
- Add or revamp courses to teach new media
- Explore purpose and structure of visual journalism emphasis
- Investigate visual journalism and writing and editing merger to create some kind of multimedia journalism major
- Hire advertising professor who could participate in a collaborative departmental environment as a teacher and scholar
- Consider the existence and location of Media Studies

2. Investigate the possibility of collaborative graduate degrees.

Tactics:

- Seek departments with common interests and explore options for graduate-level offerings

Priority 5

Create an environment that cultivates and supports faculty development, faculty recognition and collaboration.

Long-term goals:

1. Seek to maximize use of existing institutional resources by applying for or gaining supplemental funds for student workers.
2. Encourage and support faculty members who apply for faculty development grants.
3. Explore ability to attract funding by offering specialized training.
4. Seek to attract extramural grants from local and national sources.
5. Encourage student and faculty participation in national competitions.
6. Give each faculty member the academic freedom to achieve his or her potential, regardless of differences in philosophy, degree or rank.
7. Encourage faculty development in teaching and research.
8. Reward faculty for outstanding contributions or participation.

Short-term goals:

1. Increase participation in local organizations with national affiliations.
2. Helping faculty find ways to connect with the university's move toward becoming a research-enhanced university as well as a nationally recognized university in the area of sustainability.

Priority 6

Engage meaningfully with alumni to keep pace with rapid changes in media professions, provide successful role models and enrich networks for contributions to classroom, internships and professional opportunities for students.

Long-term goals:

1. Maintain a quality alumni database.
2. Encourage alumni interaction with and gifting to the department.

Short-term goals:

1. Strengthen alumni relationships and network.
2. Host the department's 50th anniversary reunion in 2018.

Tactics:

- Expand presence and dialogue via social media tools (LinkedIn, Department of Journalism blog, Twitter, Facebook)
- Expand presence and dialogue with IMC and other promotional methods
- Build interest and excitement in advance of the reunion
- Sponsor open house and other events during the reunion
- Schedule alumni reunions on a regular basis

Priority 7

Live out and welcome diversity via classroom experience, collaboration with global and university initiatives and innovative opportunities.

Long-term goals:

1. Train students to demonstrate an awareness of and an appreciation for diversity and multicultural dynamics

Tactics:

- Incorporate diversity into classroom and departmental experiences reflective of equity regarding race, gender, LGBTQ, social status, etc.

2. Provide a diverse and multicultural learning environment

Tactics:

- Seek diversity in faculty hiring and student recruitment
- Communicate commitment to diversity
- Encourage students to enroll in the Department of Journalism Study Abroad courses
- Promote diversity on the Department of Journalism website and in the Alumni newsletter
- Expand promotion of the Diversity in Journalism scholarship

Short-term goals:

1. Seek to broaden our students' knowledge and familiarity with diverse cultures by encouraging students to take part in multicultural activities

Tactics:

- Engage with the College of Letters and Science and cross-departmental initiatives, and document activities and outcomes to highlight outside of the department
- Encourage classroom opportunities that involve students working with diverse groups across campus
- Through advising, inform students of the value of getting a minor and encourage them to pursue minors in African-American Studies or Women's Studies

Priority 8

In the interest of openness and a culture of collegial spirit and professionalism, we will abide by the rules, regulations and policies that govern the Department of Journalism and review them as needed.

Long-term goals:

1. Explore ability to attract funding by offering specialized training
2. Promote greater interaction among the faculty
3. Report budget status to all faculty members at least once per semester.

Short-term goals:

1. Sponsor annual events such as convocations, Kappa Tau Alpha initiation, end-of-semester party, awards banquet.
2. Seek to attract extramural grants from local and national sources.
3. Improve department structure to enhance operations.

Tactics:

- Review bylaws to look for ways to increase faculty participation in and responsibility for governance
- Review committee structure to ensure it supports the activities in this plan

Priority 9

Establish assessment and learning objectives to support curriculum and departmental effectiveness on key measures, and support progress toward our vision.

Long-term goals:

1. Advocate an independent news media – key to a democratic society.
2. Prepare students to be outstanding professionals in the media field.
3. Maintain assessment with the values and competencies required by the Accrediting Council on Education in Journalism and Mass Communication.
4. Maintain a program of assessment so that it can evaluate curriculum and instruction and initiate corrective action.

Short-term goals:

1. Evolve ways to appraise the effectiveness of achieving desired learning outcomes.