

**Department of Journalism
Strategic Plan
Effective Fall 2020**

(Updated by the Department of Journalism Faculty in May 2020)

This is the unprecedented year of COVID-19, which has impacted some of our strategy and tactics

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; recognize the importance of diversity and inclusivity; 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, professional achievement and an inclusive community for people from all walks of life
- 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, as aligned with the needs of prospective students, in order to enhance and grow our program.

Long-term goals:

1. Elevate new brand presence on website using traditional and new media that speak to motivations, concerns and creative opportunities for high school students and non-traditional learners.
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 through expanded CAPP presence and outreach in journalism and the annual NEWSPA event that brings hundreds of high school students on campus.
- Continue to have faculty participate in student recruitment opportunities; promote program in Introduction to Media: News, PR and Advertising, Principles of Advertising and Principles of Public Relations classes; encourage growing participation in the fall and spring department open houses and USP open house; offer more sections of five approved USP courses in journalism.
- Investigate options with Admissions toward more direct recruiting at the high school level and access campuses.

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 and look at ways to integrate outreach through classes as possible.
- Transition NEWSPA into a Titan Preview Day for April 2021 through work with CAPP program and Admissions.
- Encourage alumni to interact with students about their successes and job opportunities through the Facebook Alumni Group, department outreach for videos about alumni advice and experiences to share with students (in Spring and Fall 2020) and other ways to leverage our community – as well, be a resource for our alumni at all times.

2. Promote department achievements.

Tactics:

- Assign the program assistant to track faculty and student projects and awards – including tracking employment in the field for interns and new graduates.
- Regularly publicize these projects and awards in newsletter, blog, social media and other venues including UWO Today and local media.

3. Articulate slogans (such as “Find a Career You Love”) with program-specific prompts and personalization features for degree planning within an elevated brand presence for prospective students via all communication vehicles.

Tactics:

- Live out slogan in innovative messages at events and social media communication.

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. Continue to develop integrated approaches to teaching technology throughout the curriculum as evidenced with Foundations of Multimedia Journalism in core curriculum and evolution of the Multimedia Journalism Major.
3. Work to support strategic plan through needs identified by Instructional Resources and Technology (IRT) committee.

Tactics:

- Convey importance of technology for program and accreditation standards (successfully updated one of three labs in 2020).
 - Further explore offering workshops or seminars to public to raise money, increase networking with community and offer community service.
 - Demonstrate multimedia expertise in Hearst, Bateman (PR) and National Student Advertising Competition.
 - Integrate multi-platform media in a majority of Department of Journalism courses.
4. Prepare for quality online and in-person instruction with continued uncertainty since the COVID-19 pandemic.

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.
- Use assessment data to understand how new graduates' technology learning connects to preparedness for initial work experiences.

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.
- Expand local affiliation and activities with the Wisconsin Newspaper Association, Northeast Wisconsin PRSA and Fox River Ad Club.

3. Encourage student and faculty participation in national competitions.

4. Through courses and individual advising, recognize students' interests and facilitate students' strengths and needed support.

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.
- Watch for student insecurity regarding food, money, work and health issues that may impact success in school.

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.
- Journalism Advisory Board.
- Academic advising (one-on-one).
- Mentoring.
- Use of successful alumni as role models in curriculum and department communication – including using Facebook alumni group to share insights and job opportunities.
- Use Department of Journalism social media to announce job openings.
- Provide one-on-one communication regarding job openings.
- Continue to expand student support resources in the department and on the website.

Short-term goals:

1. Include professionals as speakers in most journalism courses and events (in-person or virtual) for student interaction, learning and excitement for career paths.

Tactics:

- Continue planning and execution of annual professional development events (conducted at our 50th in 2018 and 2019) for students, faculty and alumni through the Alumni Committee.

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 and adjust curriculum to respond to ACEJMC feedback, budgetary factors and COVID-19 planning

Short-term goals:

1. Advance curriculum initiatives to enhance undergraduate program.

Tactics:

- Maintain agreed-upon actions based on post-site team visit suggestions
- Continue process to renew Certification in Education for Public Relations
- Evaluate outcomes of 2018 Multimedia Journalism major (created from merger of visual journalism and writing and editing)
- Hire multimedia professors for two lines open as of Fall 2020
- Advance the advertising emphasis into an advertising major

2. Investigate the possibility of collaborative degrees.

Tactics:

- Seek departments with common interests and explore options for offerings, in particular, considering opportunities for advertising major
- Consider options for certificates within COLS or with programs outside of COLS.

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.
9. Support faculty needs with COVID-19 preparation for online instruction and other needs for student support.

Short-term goals:

1. Increase participation in local organizations with national affiliations.
2. Share updates with campus community and local media about faculty recognition.
3. Build on increased faculty collaboration from COVID-19 preparation.

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. Build on outreach and successes from department's 50th anniversary reunion in 2018.

Tactics:

- Expand presence and dialogue via social media tools (LinkedIn, Department of Journalism blog, Twitter, Facebook).
- Continue to expand presence and dialogue with IMC and other promotional methods.
- Continue annual professional development events with students and alumni.

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 including hosting conversations about diversity in the department.
- 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.
- Demonstrate commitment to diversity and inclusivity in website and promotional communication.
- Continue to document diversity activities in the classroom and discuss diversity policy and activities regularly in faculty meetings.

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, Women's and Gender Studies and Social Justice.
- Involve diverse speakers in the classroom.

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. Promote greater interaction among the faculty.
2. 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. Look for ways to optimize structure and activities of faculty meetings and committees to enhance operations.

Tactics:

- Review bylaws to look for ways to increase faculty participation in and responsibility for governance.
- Allow committees to suggest routes for improved progress for short- and long- term goals given environmental challenges each year.
- Encourage dialogue among faculty for creative solutions as budget and support issues persist with pressure from declining university enrollment and COVID-19.

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.
2. Refine the culminating experience for all prospective graduates, launched in Fall 2019.