



SCHOOL OF COMMUNICATION, FILM, AND MEDIA

Strategic Plan 2019 - 2024

2012-2017 Strategic Plan Adopted, December 6, 2013 (extended through 2019 due to Department Chair transition)

2019-2024 Update/Revisions Approved – August 23, 2019

2019-2024 Revised – Fall 2021

Mission Statement

Fair, just, and productive societies require the free flow of news, information, and ideas from communicators of knowledge, skill, and integrity who reflect the diversity of the people they serve. Therefore, the School of Communication, Film, and Media formerly the Department of Mass Communications strives to provide high quality academic and experiential learning opportunities to prepare students for successful integration into the global community as industry professionals, leaders, and thinkers in the fields of convergence journalism, digital media and telecommunication, film and video production, and public relations.

Vision Statement

The School of Communication, Film, and Media formerly the Department of Mass Communications is committed to empowering students to communicate clearly, act responsibly, think critically, and understand context(s) to enhance their personal, civic, academic, and professional lives, facilitating active participation in an evolving and increasingly diverse society.

Strategic Priorities

Invested Teaching

To inspire and equip students to discover their personal, intellectual, and professional potential through personalized teaching, academic coaching, and career mentoring.

Experiential Learning

To offer students early and on-going multiple and diverse hands-on learning to develop and enhance personal, intellectual, and professional growth.

Connectedness

To serve as the hub that connects and cultivates partnerships among key stakeholders to enhance personal, intellectual, and professional growth. Key stakeholders include administrators, faculty, staff, students, alumni, industry, community, and friends.

School of Communication, Film, and Media formerly Department of Mass Communications Goals

Goal 1: To obtain accreditation from the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) by 2020 and remain in compliance on all nine standards.

- Action 1: Complete the ACEJMC self-study by September 2019.
- Action 2: Host a successful site visit in November 2019.
- Action 3: Resume dialogue with the College of Social Sciences and Academic Affairs administration to secure funding for ACEJMC accreditation costs and annual dues.
- Action 4: Emphasize ACEJMC's 12 professional values and competencies with "6 x 6 Mass Comm Success" nomenclature.
- Action 5: Assign single points of accountability for ACEJMC standards.
- Action 6: Continue to incorporate accreditation sessions in the annual department strategic planning retreat and departmental meetings.
- Action 7: Continue to adhere to and consistently evaluate our Diversity and Inclusion Plan, which includes the following: fostering an understanding of diversity issues in a global society, maintaining a diverse faculty, staff, and student population, advancing a climate free from discrimination and harassment, and promoting diversity and inclusiveness in curricula.
- Action 8: Explore opportunities to emphasize global diversity and impact through study abroad partnerships.

Goal 2: To explore opportunities for graduate education.

- Action 1: Convene a graduate education committee to work with the Graduate School to identify the steps necessary to begin offering graduate courses that will lead to a graduate certificate and ultimately to a master's degree program.
- Action 2: Conduct a market analysis to determine the target population for a graduate certificate and master's degree program.
- Action 3: Identify potential courses that align with established graduate programs across the University and collaborate with graduate studies directors to offer those courses on an expedited timeline.
- Action 4: Explore course scheduling that includes graduate offerings to identify needs for additional faculty positions.
- Action 5: Develop a graduate program model that separates the School of Communication, Film, and Media formerly the Department of Mass Communications from other University System of Georgia (USG) graduate programs and initiate application with the Board of Regents.

Goal 3: To explore opportunities to create a Center for Media, Communications & Journalism to capitalize on the strengths of our experiential learning labs.

- Action 1: Convene a committee to research models of similar centers at peer, aspirational, and leading institutions of higher learning.
- Action 2: Expand conversations with alumni, industry professionals, and community leaders about mutually beneficial partnerships that may be established through the Center.
- Action 3: Examine effective funding models to ensure the availability of financial support and necessary resources to maintain the Center and its associated experiential learning labs.

Goal 4: To create, implement, and consistently evaluate a Departmental communications strategy for internal and external communications.

- Action 1: Develop and implement a social media strategy to promote student, faculty, staff, and alumni success.
- Action 2: Develop internal communications protocol for student-related initiatives and outreach, including ACEJMC standards, curricula updates, experiential learning opportunities, internship and career options, and mentoring.
- Action 3: Develop a branding campaign in conjunction with University Communications and Marketing for all external communications.

Goal 5: To explore options for more formal outreach to alumni through multiple communication channels and events.

- Action 1: Launch a LinkedIn group for all School of Communication, Film, and Media formerly Mass Communications alumni.
- Action 2: Utilize current social media accounts to share student, faculty, staff, and alumni success.
- Action 3: Establish an alumni and professional advisory board to inform our curriculum.
- Action 4: Establish an Alumni Lecture Series that utilizes collegiate media platforms and streaming services to highlight and discuss current industry trends and controversies.

Goal 6: To continue to fund and hold signature events on an annual basis that showcase the best of the school and connect at least two stakeholder groups. Key stakeholders include administrators, alumni, community leaders, faculty, industry experts, professional partners, staff, and students.

- Action 1: Determine engagement of alumni, community, and professional partners in signature events, and increase baseline by 25% within five years (2023-2024). Signature events may include, but are not limited to: Communication Studies Spotlight Symposium, College Radio Day,

Film & Video Production End-of-Semester Screenings, Gibson Public Speaking Contest, Media Day, Southern Sunset Film Festival, professional association events, and WOLFstock.

- Action 2: Explore the feasibility of establishing TED Talks, utilizing collegiate media platforms and streaming services, to promote interdisciplinary collaborations across campus.

Goal 7: To increase student participation by 25% in experiential learning opportunities.

- Action 1: Expand responsibilities of internship faculty advisor to forge new internship partnerships and maintain an ongoing internship database to track employer and intern information.
- Action 2: Communicate internship opportunities, discipline-specific conferences, and competitions via multiple outlets, e.g., department bulletin boards, listserv, social media platforms, website, etc.
- Action 4: Encourage submissions to discipline-specific conferences and competitions based on experiential learning lab productions/projects and class assignments when applicable.
- Action 5: Increase communication to students about collegiate media and student organization opportunities via multiple outlets, e.g., department bulletin boards, listserv, social media outlets, website, etc.
- Action 6: Identify and facilitate new funding opportunities for student conference and/or competition registration, experiential learning opportunities, and travel expenses as well as collegiate media and student organization budgets.

Goal 8: To expand dialogue with University administration about the need for all school units to be housed in a single building to improve the connection between classroom instruction and experiential learning opportunities.

- Action 1: Examine the findings from the ACEJMC site team to inform the appeal to the administration.
- Action 2: Delineate the current disadvantages of the school units physically housed in four different locations.
- Action 3: Explicate the advantages of housing all units within a single building to improve student success and promote improved faculty, staff, and student interaction.
- Action 4: Research peer and aspirant institutions' physical spaces as potential models for a centralized School of Communication, Film, and Media formerly Mass Communications learning center.
- Action 5: Develop a proposal for the inclusion of an audience research lab and film screening space.

University of West Georgia

MISSION STATEMENT

The mission of the University of West Georgia (UWG) is to enable students, faculty, and staff to realize their full potential through academic engagement, supportive services, professional development, and a caring, student-centered community. UWG is committed to academic excellence and to community engagement, offering high-quality undergraduate, graduate, and community programs on-campus, off-campus, and online.

UWG, a charter member of the University System of Georgia (USG), is a comprehensive, SACSCOC level VI, public university, based in West Georgia with multiple instructional sites and a strong virtual presence. UWG supports students in their efforts to complete degrees in relevant programs, valuing liberal arts and professional preparation. Through effective and innovative teaching, experiential learning, scholarship, research, creative endeavor, and public service, UWG equips graduates to engage with and discover knowledge. UWG is dedicated to building on existing strengths and developing distinctive academic, research, and co-curricular programs and services that respond to economic development and identified regional, state and global needs, thus empowering alumni to contribute responsibly and creatively to a complex 21st Century global society.

VISION STATEMENT

The University of West Georgia aspires to be the best comprehensive university in America – sought after as the best place to work, learn, and succeed!

VALUES

The institutional mission and daily operation of the University of West Georgia are guided by our values that support our vision to be the best place to work, learn, and succeed.

The value of **achievement** is evident in our commitment to the academic and social success of our students, staff, and faculty.

The value of **caring** is evident in our consistent concern and regard for our students, staff, and faculty as well as the larger communities where we live and whom we serve.

The value of **collaboration** is evident in our commitment to shared governance, teamwork, and a cooperative spirit that shape our interactions with students, staff, and faculty, and the communities we serve.

The value of **inclusiveness** is evident in our commitment to celebrating our diversity, our collaborative spirit, and creating a welcoming campus that is emotionally and physically safe for all.

The value of **innovation** is evident in our commitment to fostering a learning atmosphere in which new methods and ideas consistent with our vision and mission are respected and rewarded.

The value of **integrity** is evident in our commitment to rigorous ethical standards in our classrooms and offices, in our conduct toward each other, and in service to our communities.

The value of **sustainability** is evident in our obligation to maintaining ecological balance in our planning and operations that make possible for future generations the same or better quality of opportunities for success available to present employees and students.

The value of **wisdom** is evident in our commitment to teaching and learning that emphasizes knowledge for the purpose of positively transforming the lives of our employees and students, as well as improving the world in which we live.