university of wisconsin oshkosh
department of journalism

STRATEGIC PLAN

Approved

01/11/11

VISION STATEMENT

When compared to all the Wisconsin comprehensive journalism and mass communication departments, the University of Wisconsin Oshkosh Department of Journalism will be the most nationally prominent program.

MISSION STATEMENT

The department will graduate students who, having received a classical 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

Ongoing enhancement of student learning experience.

- Provide students with practical, real-world knowledge of how to communicate on a variety of platforms including, but not limited to, print, video, audio and Web.
- Provide students with service-learning opportunities.
- Provide students with real-world opportunities.
- Provide students with opportunities to develop professionalism and leadership skills.

Commitment to diversity and inclusivity.

- Students and faculty will demonstrate an awareness of and an appreciation for diversity and multicultural dynamics.

STRATEGIC PLAN

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 major to prospective students.

   Tactics:
   - Work more closely with Academic Advising advisers, including informing them of the emphases offered in the department
   - Continue to engage with Preview Days and other events/departments for admissions
   - Engage with high school programs such as the Northeastern Wisconsin Scholastic Press Association (NEWSPA)
   - Have faculty participate in "Express Yourself" and "Preview Days"; promote program in Introduction to Journalism and Mass Communication class
3. Articulate a slogan and brand via all communication vehicles – website, brochures, etc.

   Tactics:
   - Run contest for Department of Journalism slogan and brand
   - Unveil new slogan/brand at Homecoming 2011 Open House in new building

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
   - Establish a system or calendar to ensure projects and awards are regularly publicized

3. Establish social media guidelines.

Tactics:

- Articulate best practices for social media in classroom and promotion related to Department of Journalism.

Ongoing goals:

1. Better use existing methods of telling our story
2. Continue to designate department resources to house NEWSPA, and to allow one faculty member to serve as executive secretary.

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, critical to our vision.

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. Deploy technology to support strategic plan.

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
- Explore creating a new core course focused on introducing students to technology

Short-term goals:

1. Develop a mechanism for tracking trends in technology and for recommending upgrades of equipment.

Tactics:

- Create a Department Technology Committee that would develop a list of recommended hardware/software equipment

2. Develop strategic plan for deploying and enhancing technology use and materials in the department.

Tactics:

- Offer media training resources to faculty

Ongoing goals:

1. Encourage use of multi-platform, social-network, mobile and other new media.

Tactics:

- Strive for media proficiency among faculty via opportunities to learn (in-service, outside workshops, time to attend webinars, etc.)
- Strive for media proficiency among students throughout the curriculum

Priority 3

For each student, provide student development throughout the Department of Journalism emphases 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.

Tactics:

- Create Technology Committee among Department of Journalism faculty

Short-term goals:

1. 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

2. Encourage student and faculty participation in national competitions.

3. 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

Ongoing goals:

1. Continue to build and promote internship program.

2. 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

Priority 4

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

Long-term goals:

1. Develop and maintain a curriculum that provides clear direction for students as they progress through the major by specifying mandatory courses.
2. Help students to be critical and strategic thinkers.
3. Teach students to maintain the highest standards of 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. Convert emphases into majors.

Short-term goals:

1. Advance curriculum initiatives to enhance program.

Tactics:

- Complete re-accreditation process
- Continue process to acquire Certification in Education for Public Relations, and maintain CEPR if it is approved
- Add new or revamped courses to teach new media

Ongoing goals:

1. Provide and support co-curricular activities.
2. Identify existing weaknesses in the curriculum and take appropriate steps to resolve them.

Tactics:

- Task Curriculum Committee with course analysis
- Task Assessment Committee with measurement of curriculum outcomes
- Continue surveillance for weaknesses in curriculum as media and technology change

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.

Short-term goals:

1. Increase participation in local organizations with national affiliations.

Ongoing goals:

1. Give each faculty member the academic freedom to achieve his or her potential, regardless of differences in philosophy, degree or rank.
2. Encourage faculty development in teaching and research.
3. Reward faculty for outstanding contributions or participation.

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

Short-term goals:

1. Strengthen alumni relationships and network.
2. Enhance communication with alumni in 2011 regarding move to new facilities.

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
- Sponsor Open House at new facilities to coincide with alumni reunion
- Assign oversight of alumni information boards to Department of Journalism chair
- 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, LBGTQ, 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

Short-term goals:

1. Establish a budget-reporting mechanism to provide all faculty members with information.
2. Sponsor annual events such as convocations, Kappa Tau Alpha initiation, Christmas party, awards banquet.
3. Seek to attract extramural grants from local and national sources.
4. 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. Align assessment with the values and competencies required by the Accrediting Council on Education in Journalism and Mass Communication.

Short-term goals:

1. Create ways to appraise the effectiveness of achieving desired learning outcomes.
2. Develop and maintain a program of assessment so that it can evaluate curriculum and instruction and initiate corrective action.