

Department of Mass Media Strategic Plan
Revised in alignment with [University Strategic Action Plan](#)
Adopted Sept. 14, 2022

OUTCOME 1. The Department of Mass Media will support a range of opportunities for engagement, skill development and persistence for all students and continuously improve academic programs in order to educate students to succeed and make positive impacts in their communities.

1. Continue to adapt curriculum and courses so students are prepared to be competitive in the richly diverse and converged mass media landscape.
 - a. Provide students with a solid foundation in established theories and practices through responsive curricula and programmatic updates that equip students to be culturally competent content creators who are prepared for careers in emerging communication technologies.
 - b. Create opportunities that enable close faculty-to-student mentoring and teach students to work in converged, collaborative and aesthetically appealing environments in flexible class settings, co-curricular activities and in student-produced media.
 - c. Create opportunities that enable students to benefit from experiential learning that provide hands-on experiences alongside media professionals in traditional, nontraditional and emerging media fields.
2. Recruit and retain qualified faculty and professional staff to create a broadly representative department that is able to integrate an appreciation of diversity and cultural representation in their work.
 - a. Support equitable faculty and staff access to training opportunities and professional development resources.
 - b. Use enhanced publication resources that broaden pool of diverse applicants.
 - c. Allocate departmental resources to support faculty research and creative endeavors.
3. Aggressively advocate and compete for institutional resources such as funding, physical space, labs, equipment and software so that the Department has the tools required to assist students in making the transition from academic to professional environments.
 - a. Work with administrators to access one-time or periodic funding that becomes available.
 - b. Work with our alumni, Professional Advisory Council, University Foundation, community organizations and businesses to create partnerships and endowments that reflect the diversity of our region, enhance student learning experience and cultivate alumni for philanthropic efforts.
 - c. Take advantage of Department and University communication channels to communicate about student, faculty and staff success and demonstrate the value of the program and its responsible use of funding.

OUTCOME 2. The Department of Mass Media will stabilize the department's enrollment and graduate a diverse community of learners.

1. 1. Engage in on- and off-campus recruitment activities designed to increase contacts with potential majors, especially for those from first-generation and under-represented identities.
 - a. Pursue traditional and innovative opportunities to engage with potential students.
 - b. Continue to keep community college articulation agreements current and accessible.
2. Increase faculty and staff student mentoring opportunities for enhanced student success.
 - a. Use University communication channels to provide timely intervention with students who need assistance.
 - b. Provide personalized advising for each admitted student, focusing on the curricular needs and co-curricular activities to achieve their career goals and lead a healthy student life.

OUTCOME 3. The Department of Mass Media will enhance stewardship of Southeast's resources and promote a culture of belonging, respect and continuous improvement.

1. Prioritize the requirements in curriculum, faculty and staff, programmatic initiatives and co-curricular activities to maintain international accreditation in mass communication and certification in public relations, and ensure a focus on continual improvement of the program.
 - a. Review and share the Department Mission, Values and Goals, Strategic Plan, and Assessment Plan with administrators to ensure alignment with university mission and strategic plan and allocation of resources necessary to achieve goals and retain accredited status.