**Strategic Priorities, Goals and Objectives**

Our department's core mission centres on delivering exceptional academic programs to prepare students for success in their chosen fields. Our unwavering commitment includes fostering an intellectually enriching environment, offering outstanding courses, and delivering superior teaching quality. To support this commitment, we continuously invest in faculty development, support services, and cutting-edge resources, embracing technology to enhance the teaching and learning experience. Our emphasis on cultivating a robust research culture involves increased research activities integrated into student learning, driving knowledge and creativity forward. Prioritizing resources for research objectives and competitive endeavours is paramount. We also concentrate on building strong internal and external relationships to enrich the experiences of faculty, staff, and students, contributing to a vibrant college community. Values like diversity, equity, leadership, and service are integral, ensuring equitable access for a rich academic experience. Above all, we are dedicated to fostering a learning environment that champions these values within the college community, thereby preparing students for success in our dynamically evolving global society.

**FY 2020-2021 (Adopted Fall 2020):**

**Strategic Priorities:**

The department's goals were reshaped by the challenges of the 2020 pandemic. Originally, we aimed to complete the redrafting and implementation of new operating papers and to actualize recommendations from program reviews for both our undergraduate and graduate programs. Long-term goals for 2021-2022 encompass the following categories:

**1) Curriculum Development:**

a. Finalize the creation of two new analytics courses, with Professor Leith tasked to develop their syllabi.

b. Provide continued support for newly developed courses by Dr. Speno (Women in Mass Communications) and Dr. Poepsel (Science Reporting), with the aspiration of making Science Reporting a general education course.

**2) Recruitment and Retention:**

a. Continue collaborating with the international student admission office to increase enrolment from Vidyalankar School of Information Technology (VSIT) in India, with the aim of surpassing the single student enrolled in Fall 2020.

**3) Facilities:**

a. Maintain efforts to improve teaching spaces and equipment.

b. Fortuitously, we enhanced the TV studio during the pandemic, including rebranding, LED lights, touch screen display monitors, and internet data ports.

**4) Accreditation:**

a. Prepare for ACEJMC accreditation, with the site visit rescheduled to FY 2022-23 due to the pandemic.

**5) Faculty Development:**

a. Advocate for course releases to encourage grant writing, benefiting faculty members like Dr. Speno, Dr. Leith, and Dr. Baasanjav.

b. Continue promoting faculty attendance at on-campus faculty development workshops.

**Short-Term Goals:**

1) Organize student retention activities, such as a virtual Halloween costume party with prizes.

2) Invite renowned alumni to speak during Mass Communications week.

3) Continue collaborating with the Education Outreach Office to expand the offering of digital badges, recognizing skills learned in our courses.

**FY 2021-2022 (Adopted Fall 2022):**

**Strategic Priorities:**

For this year, the department aimed to prepare for reaccreditation and a site visit in the 2022-2023 school year. This involved implementing recommendations from the last program review, compiling a self-study, finalizing and implementing a fully online master's degree program, and creating post-baccalaureate certificate programs to attract students. The department also focused on marketing and implementing the accelerated master's program and promoting equity, diversity, and inclusion in its curriculum, policies, and procedures.

**Long-Term Goals for 2022-2023:**

**1) Curriculum Development:**

a. Update and streamline the core courses.

b. Operationalize new courses in analytics, propaganda, science reporting, and sports journalism.

**2) Recruitment and Retention:**

a. Collaborate with the SIU systemwide committee, chaired by VP Gireesh Gupchup, to recruit international students.

**3) Facilities:**

a. Advocate for improved core infrastructure in the Master Control to support video recording from the TV studio, with support from the CAS Dean and Kyle Moore, Director of Development.

**4) Accreditation:**

   a. Prepare for ACEJMC accreditation in FY 2023-24 by initiating the self-study process in Fall 2022.

**5) Faculty Development:**

   a. Continue to encourage grant writing, especially through course releases.

   b. Encourage faculty to work with Community-Oriented Digital Engagement Scholars (CODES) to increase impact on marginalized youth.

   c. Continue to encourage faculty participation in on-campus faculty development workshops.

**Short-Term Goals:**

   1) Establish a Diversity, Equity, and Inclusion committee headed by Ashton Speno, an IMPACT facilitator.

   2) Continue student retention activities, including the student appreciation barbeque.

   3) Invite renowned alumni to speak during Mass Communications week.

   4) Collaborate with the Education Outreach Office to expand digital badge offerings.


**FY 2022-2023 (Adopted Fall 2023):**

**Strategic Priorities:**

In this year, the department aimed to update the entire curriculum and streamline core courses, specifically courses in social media analytics, propaganda, science reporting, and sports journalism.


**Long-Term Goals for 2023-2024:**

**1) Curriculum Development:**

   a. Continue efforts to update curriculum and streamline core courses, addressing any obstacles in CurricuNet.

   b. Offer new courses in social media analytics, propaganda, science reporting, and sports journalism if budget permits.

**2) Recruitment and Retention:**

   a. Maintain collaboration with the SIU systemwide committee, chaired by VP Gireesh Gupchup, to recruit international students.

   b. Create, share, and boost student-generated online content aimed at attracting new students.

**3) Facilities:**

   a. Raise $100,000 to improve core infrastructure in the Master Control, supporting video recording from the TV studio.

   b. Secure $100,000 to purchase eight field cameras and accessories, along with three TV studio cameras.

**4) Accreditation:**

   a. Complete the self-study report by Summer 2023 and submit it to ACEJMC.

   b. Prepare for the site team visit in January 2024.

**5) Faculty Development:**

   a. Continue to encourage grant writing, especially through course releases.

   b. Encourage faculty to collaborate with Community-Oriented Digital Engagement Scholars (CODES) to increase the department's impact on marginalized youth.

   c. Continue to foster faculty participation in on-campus faculty development workshops.

**Short-Term Goals**:

   1) Continue student retention activities, such as the student appreciation barbeque.

   2) Invite renowned alumni to speak during Mass Communications week.

   8) Collaborate with the Education Outreach Office to further expand digital badge offerings.


These strategic priorities provide a roadmap for the department's growth and development over the specified years, encompassing curriculum enhancement, recruitment, facilities improvement, accreditation, faculty development, and short-term engagement initiatives.