

School of Communications Strategic Plan for 2020-2024

Goal 1. Diversity in full-time faculty.

- Objective 1: Secure faculty FTE to support growth of the School of Communications' Limited Enrollment Program. In the past three years, it has grown by 25 percent. Much of that growth occurred in the Communications Studies emphasis.
- Objective 2: Seek candidates who can assist the School with meeting its diversity outcomes and University priority (AVP memo of March 4, 2019).

Goal 2. Facility upgrades.

- Objective 1: Office space for lab staff.
- Objective 2: Expand camera storage and checkout facility.
- Objective 3: Uninterrupted power supply for first-floor computer server.
- Objective 4: Replacement of four studio cameras and video router.
- Objective 5: The elevator replacement, along with its fired doors, have proven reliable, therefore ameliorating ADA access issues. Investigate possibility of a second or auxiliary elevator
- Objective 6: Evaluate aging HVAC systems.

Goal 3. Lab-curriculum integrations

- Objective 1: Journalism research and innovation project.
- Objective 2: Re-evaluate the relationship of Y Digital Agency to the curriculum.

Goal 4. ACEJMC re-accreditation preparation.

- Objective 1: Complete self study begun in Fall 2019 in preparation for site visit in early 2022.
- Objective 2: Continue diversity initiatives in teaching and learning.
- Objective 3: Support for new director to continue commitment to re-accreditation in 2027-2028.
- Objective 4: Continue evaluation of assessment with RCampus and Digication platforms (assessment also a University priority, as per AVP memo of March 4, 2019).

Goal 5. Advance graduate program.

- Objective 1: Manage increased admission applications.
- Objective 2: Continue to evaluate the capacity of the graduate program and accept high-quality students in order to continue developing our future faculty hiring pool.

Goal 6. Emerging from the pandemic.

- Objective 1: Continue developing new BYU Online classes in a strategic way; learn from pandemic to implement innovative teaching strategies.
- Objective 2: Evaluate financial position of the Universe lab, effected by decreased advertising revenues; plan for news labs to function within the amount provided by student tuition and fee allocation.

Goal 7. Experiential Learning and Mentoring Funding.

- Objective: Allocate Experiential Learning and Mentoring Funds to support labs and experiential learning experiences:
 - AdLab.
 - Y Digital Lab.
 - Journalism Research and Innovation project.
 - BioComms Lab.
 - Mentored Learning Projects.