



**SAN JOSÉ STATE
UNIVERSITY**

Five Year Strategic Plan: 2010 - 2015

School of Journalism and Mass Communications

Mission Statement

The School of Journalism and Mass Communications embraces the innovative spirit of Silicon Valley, emphasizing cultural and intellectual diversity, the First Amendment, and the free flow of ideas. The School prepares students to excel in advertising, journalism, and public relations by teaching professional skills and advanced information technologies, by developing the capacity for critical and original thinking, and fostering creativity and a passion for communications.

Core Principles and Values

- Inspire integrity and ethical practice
- Foster diversity understanding, inclusion and respect
- Encourage learning by doing
- Instill professional responsibility and personal discipline
- Teach applied and theoretical perspectives
- Promote the pursuit of personal and professional development
- Incorporate advanced multimedia technologies

Diversity Mission

As an integral part of our overall educational mission, The School of Journalism and Mass Communications recognizes and values public understanding of all expressions of cultural diversity. Through our academic degree programs and public service efforts, we prepare future media professionals in all forms of global communications with a commitment to responsible outreach and inclusion of all people. We do this best by respectfully identifying and addressing, in a timely, fair and truthful way, issues of race and ethnicity, gender, sexual orientation, religious cultures and disability in our nation and global community. We accomplish this by:

Hiring faculty from diverse communities with significant research, teaching and/or contemporary professional experiences who work excite interest in diversity appreciation and inclusion.

Enrolling students of all ages, economic and cultural backgrounds, and challenging them to interact, share information, think critically, and develop new ways to see, value and include diversity in their academic efforts and post graduate pursuits.

Creating a supportive education climate where the campus and global communities are engaged by inviting all voices and perspectives to be heard, discussed, valued and incorporated in all media outreach efforts.

Assessing and updating regularly our curriculum, school programs and special events to insure they address timely, important, and ever changing aspects of diverse life experiences.

Exploring creative, innovative and ethical uses of new technology to broaden public awareness and enable better understanding of the meaning and impact of diversity in our society and world.

GOALS: The School of Journalism and Mass Communications recognizes and prioritizes the following:

- To contribute to the continuing professional development of a media field through faculty participation and leadership in the appropriate academic and professional societies;
- To contribute new knowledge to the field through faculty research and faculty supervision of student research at the graduate level;
- To advance our long-term commitment to multimedia education and research by developing partnerships with professional media and high tech companies throughout Silicon Valley, the nation and the world.
- To raise the profile of the school in the communications industry and the global community through timely, interesting, and dynamic media productions and research produced by school faculty and students.
- To connect undergraduate and graduate students with leading professional and academic trendsetters through school sponsorship of professionally affiliated student organizations, mentoring and consulting opportunities.

OBJECTIVES:

The School of Journalism and Mass Communications is committed to developing a dynamic learning environment through an innovative multimedia educational approach that enables a free flow of diverse ideas, critical thinking and the creative and responsible use of new technology. Advertising, journalism, public relations and mass communications graduate students are part of a comprehensive and ever-evolving educational process that focuses on:

- ***Learning.*** We value a broad based liberal arts education and intellectual curiosity above all. The academic freedom of faculty and students is vital to our role of promoting life-long learning through intellectual inquiry, scholarship and the pursuit of knowledge.
- ***Student and Faculty Success.*** We place our highest priority on ensuring the academic success and personal growth of everyone in the San José State University community.
- ***Excellence.*** We hold ourselves to the highest standards and support continual improvement and innovation in all we do.
- ***Integrity.*** We are accountable for our actions and expect honesty and fairness in all our work and interactions.
- ***Diversity and Social Justice.*** We value and respect diversity, inclusion, civility and individual uniqueness, and recognize the strength these factors bring to the learning environment, our community and the world. All of our interactions should reflect trust, caring and mutual respect.
- ***Globalization.*** We are committed to globalizing our curriculum to ensure that our graduates appreciate, contribute to and compete effectively in a global marketplace, and promote international opportunities for faculty & students.
- ***Sustainability.*** We are committed to sustainability in all areas, not just environmental, but also social sustainability.
- ***Community and Service.*** We value collaborative relationships within and beyond the campus in order to best serve our mission.

JMC SCHOOL STRATEGIC PLAN 2012- 2015

FOCUS: To constantly re-invent the JMC School as a recognized leader in teaching, research and scholarship in mass communications education that enables students to develop critical thinking, problem-solving, teamwork and media management skills while including diversity and global community needs.

The JMC School engages in strategic or long-range planning that provides vision and direction for its future, identifies needs and resources for its mission and goals, and is supported by university administration. Steps to take:

Learning Outcomes & 21st Century Expectations

1. **Enhance faculty research, grants/contracts and dissemination.**
Define standards and definitions for research and scholarly/creative activity.
Articulate School expectations for retention, tenure and promotion.
Support grant development, proposals, dissemination/travel.
Profile faculty grants and research.
2. **Review curriculum alignment with vision, mission and directions.**
Investigate areas for one-credit and short courses.
Identify gaps and areas of duplication in the curriculum.
Investigate and plan for the extended integration of technology, tying fund development to specific priorities.
Enhance faculty orientation and structured mentoring programs.
4. **Define standards and support for student success.**
Review standards for admission and graduation.
Establish and monitor school-wide policies and standards.
Enhance the Web presence for recruitment and advising for current students. Track use.
Address retention and graduation rates.
Develop a plan to monitor and support first year students
Develop an exit survey for graduating students.
Develop a consistent and congruent plan for tracking graduates.
5. **Enhance revenue streams.**
Identify potential revenue streams (continuing education, donations, grants, special sessions).
Develop a specific plan for fund development including priorities, sources, timelines.
Establish realistic targets comparable to other academic units.
Establish and maintain contact with alumni and retired professors.
6. **Focus operations on strategic planning, effective communication, sense of cohesion and accountability.**
Identify and streamline unnecessary steps in processes.
Streamline processes using e-tools.
Develop quality service assessment tools to create baseline data and annual reviews.
Develop benchmarks and goals for areas identified for growth such as fund development, research funding.
Ensure that strategic planning is more of a process than an event. Ensure that strategies and tactics for implementation and monitoring are in place.
7. **Improve governance and operational models.**
Review and streamline governance and consultative processes to reduce faculty time commitments.
Reduce "bureaucracy" as much as possible.
Develop a plan for ongoing professional development in current educational practice and research interests and activities for faculty through peer teaching.

Identify and address/reduce School silos.

Leverage the School's location through industry partnerships and technological innovation.

Summary: JMC School – Academic Degree Programs:

Three undergraduate disciplines: 120 credit units each.

Public Relations

The school grants a Bachelor of Science degree in Public Relations. For decades, a Marquette University report identified this program as **“the best on the west coast and one of the top programs in the United States.”** Consistent demand for this academic discipline, from business, media and the public sector, has prompted the expansion of curricula focus to include strategic global communications, and advanced study in crisis management theories and practices. Critical thinking and new technology skills development are required in both lower and upper division classes. Majors must take the following courses: News Writing, Contemporary Public Relations, Media Writing in the Information Age, Strategic Writing for the Organization, Case Studies in Strategic Communications, Campaign Planning and Management, and a three-credit elective. Critical thinking and new technology skills development are required in all lower and upper division classes. Public Relations students also participate in the School of Journalism and Mass Communications campus based agency, DBH Communications. In 2011, faculty and students competed and secured the Chevrolet national campaign to first debut new model cars on the San Jose State University campus. In 2012, Honda motors became their second major international car manufacturing client. The agency's top students have also developed campaigns for the statewide Cal Train system, and several other Northern California businesses. The two professors assigned to the DBH Agency have been selected as a SJSU Salsburg Fellows, and studied strategic global and crisis communications from information managers and delivery experts working in nations all around the world.

Advertising

The school grants a Bachelor of Science degree in Advertising. It's the only four year degree granting advertising program in Northern California. The advertising major consists of 40 hours, 21 hours in advertising and 19 hours in the mass communication core courses. Required courses in the major include an introductory course and an advertising campaigns course. There are two tracks and two courses are required in each track. The management track includes integrated marketing communications and media planning. The creative track courses are copywriting and layout and production. Advertising majors may pick two electives, either consumer or business-to-business advertising, and broadcast and new media, or work on the college daily newspaper advertising staff, or participate in the campus based agency, DBH Communications. Both the intro and advertising layout/production courses are open to all students in the university.

Required advertising support courses include: statistics (required of management track students), creative writing (required of creative track students), Introduction to marketing, an English literature elective, and an art or art history course. In addition, all students in the major are required to have an understanding and experience with Adobe Creative Suite software so they are up-to-date with the primary industry software. Critical thinking and new technology skills development are required in all lower and upper division classes.

Journalism

The school grants one Bachelor of Science degree in Journalism, with a multi-media, cross disciplinary focus and approach. The degree curriculum, revised by faculty during the Spring, 2011 semester, offers students a dynamic opportunity to learn and incorporate state-of-the art new technologies and approaches in multi-platform, global communication efforts while developing an individual specialization in one of four areas of traditional journalism: Reporting and Editing (newspaper reporting), Magazine, Electronic (radio and television reporting) and Photo. Requirements include both lower and upper division news writing and reporting for online media, beginning visual

communications and advanced digital news photography, editing and production, skills development for specialized research and information gathering and news career management, and contemporary design and web management training. After completing their introductory and advanced specialization journalism education, all students come together to develop teamwork and team management skills in a convergence newsroom. A culminating experience offers undergraduates a unique opportunity to anticipate, create and develop innovative information and social media research, unique multi-platform news projects, or in-depth documentaries which identify and examine new trends or advancements on the horizon in visual mass communications.

Since the journalism degree program was founded by Dr. Dwight Bentel in 1936, SJSU students have excelled in the classroom and earned top regional and national honors. Newspaper, magazine, photojournalism and broadcast news students have won dozens of awards in the California Intercollegiate Press Association (CIPA) competition. In the 1990s, three broadcast students earned first place honor in the prestigious William Randolph Hearst Foundation national student competition. SJSU journalism graduates now span the globe and serve as professional editors, reporters, anchors, and media company managers.

Graduate Degree in Mass Communications

Revised in 2011, the new JMC School professional graduate program focuses on preparing post graduates to lead multimedia and corporate communications teams. It offers the option of a research-based thesis track and a professionally oriented project track. The main change is a narrowing of focus for both tracks to new media and social media research. While the overarching goal of our undergraduate program is to prepare students to contribute to media teams, the goal of our graduate program is to prepare students to provide global leadership. By 2016, the JMC School graduate program wants to establish a **Center for Social Media Research**, and with new and dynamic partnerships in Silicon Valley, be recognized globally for the first academic study of new technology enhancements and the impact of social media on people especially in underrepresented communities.

A tenured, media experience faculty member serves as coordinator of the graduate program, and as chair of the graduate committee, which makes decisions about admissions, curriculum, and program oversight. The graduate program lead professor also coordinates graduate program issues with the school's director. Recent graduates and current students are from all over the world. The diverse student population enriches the school. A quick look at 14 reported graduates for the 2006-2007 school year indicates that 12 of the 14 were minority or international students.

2012 JMC Faculty - Current Demographics

Of the 12 tenured or tenure track professors:

- 4 are full professors on campus and 1 FERP teaching online, 5 associate and 2 are assistant professors
- 9 have doctorates; 3 have Masters degrees.
- 4 are women.
- 2 are African American men.
- 1 is a Hispanic woman.

Credentials of the JMC's faculty represent a balance of professional and scholarly experience and expertise kept current through faculty development opportunities, relationships with professional and scholarly associations, and appropriate supplementation of part-time and visiting faculty. Approximately, 35 percent of teaching duties are carried out by part-time faculty. In the past five years, the school employed 21 adjunct instructors with teaching loads ranging from one to four courses per semester. A two-course load each semester includes eligibility for health benefits for the instructor. These instructors have extremely strong professional credentials. Instructors have had from 9 to 45 years of professional experience and have taught for an average of almost eight years. Two current part-time faculty in broadcast journalism have won four Emmy Awards, the top honor in their profession. No graduate students teach any courses.

Five-Year Strategic Plan Projections: JMC Faculty Recruitment Schedule

To ensure the continuity of the JMC mission and commitment to a multimedia/convergence model for teaching and research in all degree granting programs in the school, the five year plan calls for the following:

Schedule for conducting national searches and hiring JMC tenure-track faculty:

- 2011 Online / New Media Technology / Communications – Based in Journalism.
- 2012 Advertising Creative / Global Communications / Media Technology– Based in Advertising.
- 2013 Strategic Communications/Crisis Management/Social Media Research – Based in Public Relations.
- 2014 Cross-Disciplinary / Cyber Security partnership with Food & Nutrition Sciences, Health, Economics, or Business partnership. Based on converged JMC School disciplines.
- 2015 Advanced Convergence / Social Media Research cross-media disciplinary specialist.

Notes: JMC School priorities for new faculty hires are always adjusted to meet changing new developments in each area of specialization. Adjustments are also made to accommodate unexpected trends, faculty retirements, FERP situations, resignations, or faculty promotions.

Due to continuing reductions in California state funding allocations between 2011 to 2014, and new SJSU administration faculty recruitment priorities in 2013, repeated proposal requests to meet this JMC School faculty hiring schedule have not been ranked high enough by CASA Dean Bullock gain approval. Only the 2012 Advertising-Creative Search resulted in a successful recruitment.