

Mission Statement

The Department of Journalism and Creative Media teaches students to make sense of information, sort truth from fiction, and tell stories with authenticity and inspiration—all critical tasks in an information age. We prepare our graduates to find jobs and excel across many fields, and be discriminating media consumers. We also prepare our graduates to think critically about media and their role in a democratic and diverse society. We believe that those who can collect information, filter it for accuracy and importance, and tell it well can change the world.

Vision Statement

The Department of Journalism and Creative Media is committed to sustained excellence in teaching, research, and service. Our faculty include world-class scholars and award winning media professionals, including several Pulitzer Prize winners. We will continue to attract outstanding undergraduate and graduate students and prepare those students for the changing professional landscape of the media industries and academe. We will continue to develop professional skills and critical thinking in our students. We will continue to advance knowledge in our field through innovative and cutting edge research and creative activities. We will commit ourselves to foster an atmosphere of inclusiveness and excellence in all our programs.

Strategic Priorities

I. Cultivate High Quality Academic Programs

Strategies:

- Pursue more active recruitment and retention of high-achieving graduate students
- Create stronger marketing and branding of the department, focusing on areas of particular strength, to strengthen recruitment and retention of both students and faculty
- Develop new mechanisms for rewarding and retaining outstanding faculty

- Enhance the student experience by providing opportunities for student engagement in faculty research and creative activities
- Create more opportunities to curate, showcase, and disseminate outstanding student work, both online and in the community
- Refine the master's program to accentuate our particular strengths
- Provide facilities and equipment that support excellence in teaching, research, and creative activities
- Offer increased guidance to students on curricular paths to develop the expertise they will need in their professional lives
- Develop additional online classes to expand the reach of our programs
- Assess and build upon experiential learning opportunities in our curriculum to assure adequate opportunities for our students to attain mastery in their chosen fields

II. Push to Recruit and Grow JCM Faculty to Better Manage Student Demand and Enhance Research Productivity

Strategies:

- Identify and recruit faculty to fill gaps in the department's collective expertise
- Develop more granular data on students and their career paths after graduation
- Promote more JCM classes to students across campus

III. Provide a Learning Environment that Promotes Diversity, Equity, Leadership, and Service

Strategies:

- Recruit faculty and students representing diverse backgrounds and cultural experiences
- Make diversity a source of learning and a gateway to service opportunities
- Provide students with additional opportunities to engage with local communities
- Prepare students who are highly capable of using creative storytelling and journalism to advance positive social change

IV. Continually Revise Our Curriculum to Align with Industry Changes

Strategies:

- Ensure that the curriculum offers the latest conceptual and practical tools to prepare students for the media environment of today
- Provide opportunities for visiting professionals and alumni working in the field to offer their expertise and perspectives on our curricular offerings
- Expand opportunities for new course development by faculty

V. Enhance the Research and Creative Culture of the Department

Strategies:

- Create additional opportunities for faculty to meet in person to foster a vibrant intellectual atmosphere and to generate more research and creative collaboration
- Promote a climate of interdisciplinary intellectual exchange
- Identify research/creative strengths and attract new faculty who could collaborate in core research/creative areas
- Host regular lectures by distinguished scholars and practitioners from other universities
- Boost research and creative activity, including published scholarship, creative projects disseminated to the public, and grants
- Increase the visibility of faculty work through additional promotion of faculty research and creative activities both to academic audiences and to the public
- Increase support for the research/creative productivity of faculty members
- Promote fair and transparent procedures for resource distribution within the department
- Support the development of teams of faculty, both internally and across campus, with varied expertise to attract sponsored research
- Promote our strengths to other units on campus to increase sponsored research

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