Department of Communication & Journalism Diversity Plan
Auburn University

The Department of Communication & Journalism recognizes the importance of both reflecting and teaching diversity and strives to ensure diversity in the makeup of its faculty, staff and students. The Department endorses the goals of the Auburn University Strategic Diversity Plan adopted March 2, 2005. (http://www.auburn.edu/administration/specialreports/diversity_plan)

The goals outlined in the Auburn University Strategic Plan include:

Goal 1: Foster a total campus environment that respects differences and encourages inclusiveness.

Goal 2: Increase the recruitment, retention and representation of people of color, women, people with disabilities and other underrepresented students, faculty, administrators, and staff at Auburn University to a level that reflects the appropriate relevant pool of availability for the target population.

Goal 3: Develop and implement a comprehensive system of education and training focused on effectively managing and leveraging diversity for students, faculty and staff.

Goal 4: Build and strengthen partnerships with diverse communities, businesses, and civic and community organizations to support diversity and multiculturalism in the University and in external communities.

Goal 5: Develop and execute a comprehensive Diversity Communication Plan.

The Department pledges its support of the University plan and further adopts the following Communication & Journalism Diversity Plan. The Department’s Diversity and Outreach Initiatives Committee, with the support of the Chair, will be responsible for oversight of the Plan, execution of its goals and strategies, and assessment of outcomes.

Explicit goals and desired outcomes are spelled out in the policy. A set of strategies are included under each Goal and will be continually encouraged and promoted. The Department’s Diversity Plan will be reviewed annually to monitor and improve progress in each area and propose revisions to the plan as needed.

The Department of Communication & Journalism adopts the following Plan in order to strengthen its efforts to support, recruit, retain, and mentor minority and female faculty, students and staff, and to advance cultural understanding and embrace diversity throughout its curricula and daily operations.

The Department’s policy is intended to be inclusive of all underrepresented and minority groups whatever their race, religion, national origin, gender, age, ability or sexual orientation.

GOALS AND STRATEGIES
GOAL 1

Increase enrollment of students from underrepresented groups in the Department of Communication & Journalism at both the undergraduate and graduate level so that it meets or exceeds the proportion of these groups in the Auburn University student population

STRATEGIES

Conduct annual Summer Journalism Workshop and explore similar programs for other curricula in the Department

Maintain current scholarships designated for students from underrepresented groups and seek increases in scholarship opportunities and monetary value of these scholarships

OUTCOMES ASSESSMENT

Track Summer Journalism Workshop graduates and their enrollment in the Department of Communication & Journalism at Auburn

Compare overall scholarships available to students from underrepresented groups year-to-year and compare monetary value of each and as an aggregate

Annually compare demographic population percentages between the University and Department both at the undergraduate and graduate level

GOAL 2

Identify promising students from underrepresented groups in area high schools and promote the Department’s major programs through outreach projects, alumni, and groups such as the National Association of Black Journalists, Alabama Scholastic Press Association, Alabama Press Association, and Public Relations Council of Alabama

STRATEGIES

Continue outreach efforts through partnerships with College of Liberal Arts Diversity team and other organizations such as PACERS Community Newspaper Project (http://pacersinc.org/)

Focus recruitment for annual Summer Journalism Workshop on specific high schools with traditionally underrepresented populations

Participate in career fairs that involve organizations such as National Association of Black Journalists (NABJ)

Support career fairs and other College of Liberal Arts recruiting efforts targeting underserved
Utilize the Summer Journalism Workshop and develop additional activities to enhance contacts with media advisers and underserved student populations across the state.

Enact reporting system to access motivations for enrollment decisions in the Department

OUTCOMES ASSESSMENT

Track enrollment of participants resulting from Departmental outreach efforts.

Track college enrollment of participants in the Summer Journalism Workshop and their enrollment in the Department of Communication & Journalism at Auburn

Track contacts made at career fairs and other recruiting events.

Review reporting on enrollment decisions to determine most effective recruiting methods.

GOAL 3

Recruit and retain people of color, women, people with disabilities and other underrepresented faculty, administrators, staff, and graduate students.

STRATEGIES

Focus on successful recruitment and retention of students from underrepresented communities in the graduate program and create opportunities for continued service after graduation

Utilize available tools, such as the Minority Faculty Registry

Mail position announcements to Historically Black Colleges and other institutions with high percentage populations from underrepresented groups

Enhance contacts with and participation in professional organizations and divisions in academic associations that advance the careers of underrepresented populations

Earmark travel funds to facilitate Departmental participation in these organizations and associations and to enhance contacts with underrepresented faculty and students

Ensure search committees are diverse

Enhance ties with groups such as AU Diversity Research Initiative and other programs that benefit recruitment and retention.

OUTCOMES ASSESSMENT
Track applicant data as they are made available after searches are conducted and successfully completed.

Track budget allocations for travel to organization and association meetings that support recruitment and retention of purpose of underrepresented faculty and students.

Expenditures for activities will be tracked on Request for Authority to Travel forms and in annual reviews.

**GOAL 4**

Foster a total environment that respects differences and encourages inclusiveness

**STRATEGIES**

Prioritize and promote programs in the Department of Communication & Journalism that emphasize its role in advancing an inclusive environment and in celebrating diversity. Such programs include, but are not limited to, the Neil and Henrietta Davis Lecture, the Summer Journalism Workshop, and the Jay Sanders Film Festival.

Encourage programming among student groups, such as the Auburn Film Society, Lambda Pi Eta, Photography Club and AU chapters of the Public Relations Council of Alabama and Society of Professional Journalists.

Create opportunities for feedback and discussion on the Department’s teaching effectiveness in facilitating awareness of cultural diversity.

**OUTCOMES ASSESSMENT**

Track publicity given to events that emphasize the Department’s role in advancing an inclusive environment and in celebrating diversity.

Review programs sponsored by student groups with advisers providing summary reports annually.

**GOAL 5**

Continue to improve and develop curricula that focus on or include discussions on the media, women and diverse communities.

**STRATEGIES**

Encourage statements of inclusiveness on all course syllabi.

Use innovative approaches to make sure students’ cultural literacy, which includes an
understanding of the value of diversity, continues to improve

Provide opportunities and funds for faculty to acquire and develop course materials that promote cultural literacy

Regularly explore development of new courses and Special Topics sections that achieve these goals

OUTCOMES ASSESSMENT

Review course syllabi for elements that teach cultural literacy and embrace diversity

Track acquisition of materials for classes that teach cultural literacy and embrace diversity

Track requests for and allocation of funds to support and develop materials that promote cultural literacy

Track faculty reports on course-specific efforts to enhance diversity and cultural understanding in annual reviews and information forms.