



KU WILLIAM ALLEN WHITE
SCHOOL OF JOURNALISM
& MASS COMMUNICATIONS

The University of Kansas



Strategic Plan Annual Review Summary

William Allen White School of Journalism
and Mass Communications

May 2016

+ Priorities Academic Year 2016-2017



Top Priorities

- Recruitment and retention
- Reaccreditation
- Diversity
- Curriculum:
Assessment and
norming
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Goals

- Goal 1- Complete ACEJMC reaccreditation.
- Goal 2 – Develop and implement DIAG goals
- Goal 3 - Launch certificates in master's program.
- Goal 4 –Goal 5 - Increase freshman enrollment and credit hour production.
- Goal 5 – Assessment and Curriculum norming

+ Strategic Plan Annual Summary

Goal Grade Card AY 2016-2017

Goals	Grade
Goal 1- Complete ACEJMC reaccreditation.	
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Strategic Plan 2017 Revision

William Allen White
School of Journalism
and Mass Communications

Plan Revised, May 2017

- **Goal I - Recruit**, value, develop and retain excellent and diverse students
- **Goal II - Recruit**, value, develop and retain an excellent and diverse faculty and staff
- **Goal III - Prepare** doctoral students as innovators and leaders who are ready to meet the demands of the academy and our global society
- **Goal IV - Enhance** research broadly with special emphasis upon areas of present and emerging strength in order to push the boundaries of knowledge and benefit society
- **Goal V - Engage** local, state, national and global communities as partners in scholarly activities that have direct public impact
- **Goal VI - Responsibly** steward fiscal and physical resources and energize supporters to expand the resource base
- **Goal VII – Expand** a culture and climate of diversity throughout the intellectual fabric of the school

+ Priorities for Academic Year 2017- 2018

- 1. Planning for strategic enrollment growth --
Undergraduate, graduate, diversity**
- 2. Searches**
- 3. Enhance student professional experiences**
 - a. Student/alumni mentorship program**
 - b. Student professional organizations**
- 4. Curriculum**
 - a. Assessment, norming across sections**
 - b. Implement cultural diversity assessment,
training**
 - c. Awareness, competency about media literacy**





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**Thanks for another great
year!**

Enjoy your summer