



STRATEGIC PLAN – 2019–2024

Our Vision

To be one of the most recognized and cutting-edge journalistic writing programs in the California State University system and to provide students with the communication and media technology skills they need for success in a wide range of fields.

Our Mission

Preparing Chico State students to be ethical, knowledgeable, responsible, versatile and engaged communicators.

Our Values

- Innovation & adaptation
- Diversity & inclusion
- Ethics & equity
- Free speech & democratic ideals
- Collaboration & leadership

What We Teach

- Critical, creative and independent thinking.
- Professional standards and ethical practice of journalism and public relations.
- Leadership.
- Working with and conveying information to diverse communities.
- Appreciation for the history, purpose and relevance of the First Amendment and media law, including privacy, libel, copyright, intellectual property and freedom of information.
- Creating audience-appropriate content by conducting research via digital channels, interviewing, fact checking, writing across multiple platforms and engaging audiences with visual tools.

- The evolution of digital information and media technologies.
- Journalistic style, grammar and spelling, while editing with accuracy and consistency.
- Numeracy.
- Working in multidisciplinary teams to professionally package and transmit information via current and emerging technologies.

Our Goals

Program Innovation

Goal: Seek to be recognized regionally and nationally for innovative academic programs that meet the evolving needs of our students, the industry and the communities we serve.

Objectives

- Maintain solid, consistent instruction in traditional journalistic writing skills such as grammar, punctuation, sentence structure and Associated Press Style across the curriculum.
 - *Indicator:* assessment tools.
- Revise core curriculum to require students to take courses that help them gain basic competency in the range of areas defined by our mission statement. This includes weaving digital media technologies and diversity and inclusion across the curriculum.
 - *Indicator:* syllabus review.
- Increase the quality and quantity of digital technology production from The Orion and Tehama Group Communications.
 - *Indicator:* quantitative – grants, equipment expenditures, formal training; qualitative – content analysis.
- Meet national Accrediting Council on Education in Journalism & Mass Communication standards and showcase progress effectively in self study.
 - *Indicator:* accreditation renewed in 2023.

Enrollment Growth & Program Visibility

Goal: To grow program enrollment and maintain department visibility and relevance at the campus level.

Objectives

- Increase cross-campus engagement and collaboration.
 - *Indicator:* qualitative – descriptive evidence of collaborative work; quantitative – cross-listing of classes and inclusion of JOUR courses within other majors.
- Creation and implementation of a recruitment plan to encourage first-time

freshmen and community college transfers to choose Chico State as their university and J&PR as their major.

- *Indicator:* qualitative – evidence of plan and implementation; quantitative – increase in incoming majors.
- Creation and implementation of a recruitment plan to reach new majors across campus.
 - *Indicator:* qualitative – evidence of plan and implementation; quantitative – increase in enrollment, majors and/or minors.
- Faculty leadership at college and university level
 - *Indicator:* quantitative, count of service / leadership roles.

Faculty Support

Goal: Encourage faculty professional growth & achievement.

Objectives

- Support and fund training of faculty to increase instructional knowledge, particularly with regard to digital media technologies.
 - *Indicator:* quantitative – financial investment, list of on- and off-campus training completed by faculty.
- Maintain spending for professional development.
 - *Indicator:* quantitative – budget dollars provided by the university

Student Learning

Goal: Continue the program's legacy as a role model for successful recruitment and retention of diverse students who, upon graduation, will have marketable employment skills and relevant social values.

Objectives

- Revise core curriculum to require students to take courses that reflect industry needs to embrace diversity and inclusion. This includes requiring a diversity and inclusion course in the major core, as well as weaving multicultural diversity elements across the curriculum.
 - *Indicator:* curriculum, syllabus review.
- Continue recruitment effort to increase the number of students from historically underserved populations, particularly with regard to Chico State's status as a Hispanic-Serving Institution. Meet or exceed the university percentage by 2021-2022.
 - *Indicator:* quantitative – student demographics.
- Encourage faculty development aimed at supporting first-generation college students.
 - *Indicator:* evidence of faculty participation in training.

Fiscal Responsibility & Development

Goal: Pursue additional external funding sources to lessen the impact of enrollment and budget fluctuations.

Objectives

- Seek grant funding from sources within and/or outside the university system to support faculty development, equipment upgrades, or diversity efforts.
 - *Indicator:* grants written, sent, awarded.
- Encourage student engagement with alumni, allowing them to serve as ambassadors for annual Chico State Giving Day requests.
 - *Indicator:* annual number of alumni donations / amounts received.
- Seek university, community, industry and alumni support for innovative programs.
 - *Indicator:* quantitative – donations for specific projects; qualitative – alumni guest speakers, participation on advisory board.

Alumni Relations

Goal: Grow our alumni network and encourage direct engagement of grads with the students and program.

Objectives

- Deepen engagement with alumni and maintain a database that reflects the versatility of a journalism degree for a wide range of jobs opportunities.
 - *Indicator:* database creation, alumni outreach.
- Encourage alumni to seek out Chico State students as paid interns and employees.
 - *Indicator:* quantitative – evidence of student placement with alumni outside of Chico.

Service to the North State

Goal: Expand our service to professional organizations, and regional groups.

Objectives

- Encourage faculty engagement and collaboration with programs that serve North State communities.
 - *Indicator:* qualitative – documentation of faculty participation.
- Build pipelines for student participation with community programs.
 - *Indicator:* qualitative – list of internship placements and evidence of coordinated student project work in the North State.