

MTSU School of Journalism & Strategic Media
Strategic Plan, 2023-2028
Adopted: 8/30/23

Priority Initiative/Action Item 1: School of Journalism & Strategic Media Curriculum Initiatives.

- Update curriculum to reflect the industry, media landscape, and student interest.
- Review existing concentrations to maximize course offerings for students, to reflect the entrepreneurial opportunities in the fields and to create an innovative educational experience for the students; become more strategic in offering courses within and across concentrations.
- Grow the new concentrations (Entertainment Journalism, Social Justice Journalism, Environmental Journalism & Communication); promote these concentrations and expand available courses.
- Expand offerings of online opportunities: Develop existing courses for online delivery and create an online degree in Media Studies.
- Improve the delivery of digital skills and social media skills for all students at MTSU by expanding Digital Media Skills to a general education course.
- Ensure a balance of relevant conceptual and professional coursework for all graduates.
- Develop an advertising and public relations agency in which students work with outside clients.
- Elevate the Advertising and Public Relations concentrations to a standalone degree: B.S. in Advertising & Public Relations.

Priority Initiative/Action Item 2: Focus School of Journalism & Strategic Media efforts to enhance student diversity, recruiting, retention and graduation to match objectives for student diversity, recruiting, retention and graduation.

- Engage K-12 students through partnerships, camps, workshops, and other activities that connect participants to the School of Journalism & Strategic Media.
- Expand the School's outreach to underprivileged and marginalized groups.

Priority Initiative/Action Item 3: Maximize the student educational experiences beyond the classroom.

- Provide hands-on experiences through campus media and internships.
- Invite professionals into the classroom as guest speakers and/or clients.
- Create partnerships with local industry professionals.
- Determine equipment, lab support and other resources needed to educate our students.
- Bring students to agencies, sporting events, newsrooms, and other spaces.

Priority Initiative/Action Item 4: Heighten the visibility of the MTSU School of Journalism & Strategic Media alumni, media practitioners, prospective students and patrons to ensure support for our graduates, successful student recruiting—including recruitment of a diverse student body, financial support and national prominence for the program.

- Incorporate the diverse perspectives of students in developing materials for recruitment

- Create and launch a strategic social media campaign, disseminating regular and continuous content that appeals to prospective and current students, alumni, and community members.
- Update the School website, showcasing opportunities for students.
- Develop a digital collection of alumni experiences. Work on connecting alumni to current students.
- Host public events that unite faculty, staff, students, alumni, industry professionals, and the community.
- Place School advertisements in prominent organization materials, especially those with diverse audiences.
- Feature student work in promotional materials.

Priority Initiative/Action Item 5: Faculty Enhancement Initiative – Identify resources to promote the SoJSM by enhancing faculty opportunities for research, creative and professional development. Make strategic hires when positions become available to promote faculty and staff diversity within the SoJSM.

Priority Initiative/Action Item 6: Internationalize the Program – Identify opportunities to introduce students to communication at the global level through curriculum revision to address global issues, including global topics in existing classes, promote study abroad opportunities and seek partnerships on campus and around the world to globalize our program.