

Nicholls State University
Department Of Mass Communication
FIVE-YEAR STRATEGIC PLAN
ADOPTED AY 2022-2023

The following document outlines the Department's strategic goals over the next five years. It encompasses specific areas of unit focus addressed in companion plans, including the *MACO Assessment Plan*, *MACO Diversity Plan* and *MACO Recruitment and Retention Plan*. Delineating explicit action items and attendant objectives will serve as the core of each year's annual planning process. This process centers on an annual assessment meeting at which progress toward the prior year's objectives are measured and new objectives established. The Department publishes a report on each meeting's outcome.

FIVE-YEAR GOALS

STUDENT LEARNING OUTCOMES

Goal One: One hundred percent of senior students will meet or exceed departmental benchmarks for assessing student mastery of the 10 "professional values and competencies" expected of majors graduating from programs certified by the Accrediting Council on Education in Journalism and Mass Communications.
Method/Assessment: See *MACO Assessment Plan*

CURRICULUM DEVELOPMENT

Goal One: The Department will establish a certification program in either Sports Journalism or Environmental Communication.
Method/Assessment: See *MACO Assessment Plan* and *MACO Assessment Report(s)*.

FACULTY DEVELOPMENT

Goal One: The Department will have five fulltime faculty members in addition to a department head.
Method/Assessment: See *MACO Assessment Plan* and *MACO Assessment Report(s)*.

Goal Two: All members of the Department will have earned at least "Distinguished" Student-Advising-and-Mentoring certification.
Method/Assessment: See *MACO Assessment Plan* and *MACO Assessment Report(s)*.

ENROLLMENT

Goal One: The Department will achieve an overall enrollment of 150 students.
Method/Assessment: See *MACO Enrollment Plan*

Goal Two: The Department's enrollment will meet or exceed the demographic profile for diversity representation of the population within the University's eight-parish service region.
Method/Assessment: See *MACO Diversity Plan* and *Enrollment Plan*

ENDOWMENTS

Goal One: The Department will establish an endowment of at least \$250,000 (in addition to those supporting student scholarships) to advance its educational mission.

Method/Assessment: See MACO Annual Plan and *MACO Assessment Report(s)*.

ACCREDITATION

Goal One: The Department will continue to maintain standards expected of ACEJMC certified programs.

Method/Assessment: See MACO Annual Plan and *MACO Assessment Report(s)*.

THREE-YEAR GOALS

STUDENT LEARNING OUTCOMES

Goal One: Eighty percent of senior students will meet or exceed departmental benchmarks for assessing student mastery of the 10 “Core Values and Competencies” expected of majors graduating from programs certified by the Accrediting Council on Education in Journalism and Mass Communications.

Method/Assessment: See *MACO Assessment Plan* and *MACO Assessment Report(s)*.

CURRICULUM DEVELOPMENT

Goal One: The Department will establish a certification program in either Sports Journalism or Environmental Communication.

Method/Assessment: See *MACO Assessment Report(s)*.

FACULTY DEVELOPMENT

Goal One: The Department will return to four fulltime faculty members in addition to a department head.

Method/Assessment: See *MACO Assessment Report(s)*.

Goal Two: All members of the Department will have earned at least “Certified” Student-Advising-and-Mentoring designation.

Method/Assessment: *MACO Assessment Report(s)*.

ENROLLMENT

Goal One: The Department will achieve an overall enrollment of 125 students.

Method: See *Recruitment and Retention Plan*

Goal Two: The Department’s enrollment will meet or exceed the demographic profile for diversity representation of the population within the University’s eight-parish service region.

Method: See *MACO Diversity Plan* and *Recruitment and Retention Plan*

ENDOWMENTS

Goal One: The Department will establish an endowment of at least \$125,000 (in addition to those supporting student scholarships) to advance its educational mission.

Method/Assessment: See *MACO Assessment Report(s)*.

ACCREDITATION

Goal One: The Department will have received renewal of ACEJMC Accreditation.

Method/Assessment: See *MACO Assessment Report(s)*.

Assessment of Student Learning

See Addendum: *MACO Assessment Plan*
(Summer 2021 Revision)

Diversity

See Addendum: *Department of Mass Communication Diversity Plan*
(Fall 2021 Revision)

Enrollment

See Addendum: *MACO Enrollment Plan*
(**Adopted:** Fall 2021)