

**School of Journalism
Faculty Meeting
May 8, 2015**

Those in attendance were Julie Adam, Brett Akagi, Ashley Anguiano, Chris Bacon, Bob Basow, Tim Bengtson, Kerry Benson, Peter Bobkowski, Ann Brill, John Broholm, Cal Butcher, Kelly Crane, Jerry Crawford, Joseph Erba, Pam Fine, Mugur Geana, Jimmy Gentry, David Guth, Penny Hodge, Carol Holstead, Jim Jewell, Jammie Johnson, Denise Linville, Chuck Marsh, Lisa McLendon, Kerry Navinsky, Kelli Nichols, Jon Peters, Michael Price, Scott Reinardy, Janet Rose, Hyunjin Seo, Eric Thomas, Max Utsler, Gayle Vannicola, Tom Volek, Mike Vrabac, Doug Ward and Mike Williams.

Discussion of AY2015 goals (Brill) The Five-Year Strategic Plan Annual Review Summary was distributed and is attached. Included in the handout are priorities for academic year 2015-16. Ann asked for faculty priorities for the current academic year. Marsh said the School needs a strong and uniform focus on writing and a focus on social media and mobile tactics on the Strategic Communication side. Rose added that writing is thinking and Utsler stated the School needs better coordination of the pieces. Brill said employers need employees who can see connections and reported a committee was formed to write the position description for the 12-month full time Career and Outreach Coordinator position.

Discussion with Provost Jeff Vitter – diversity, hiring for excellence and the Regents work towards the possibility of start-up funds to support gay partners' health care benefits. He listed as his top three goals: preserving the University's AAU stature; general sustainability, increasing student numbers and diversity and overall campus improvements; and course redesign. He thanked Doug Ward for leading the way on this.

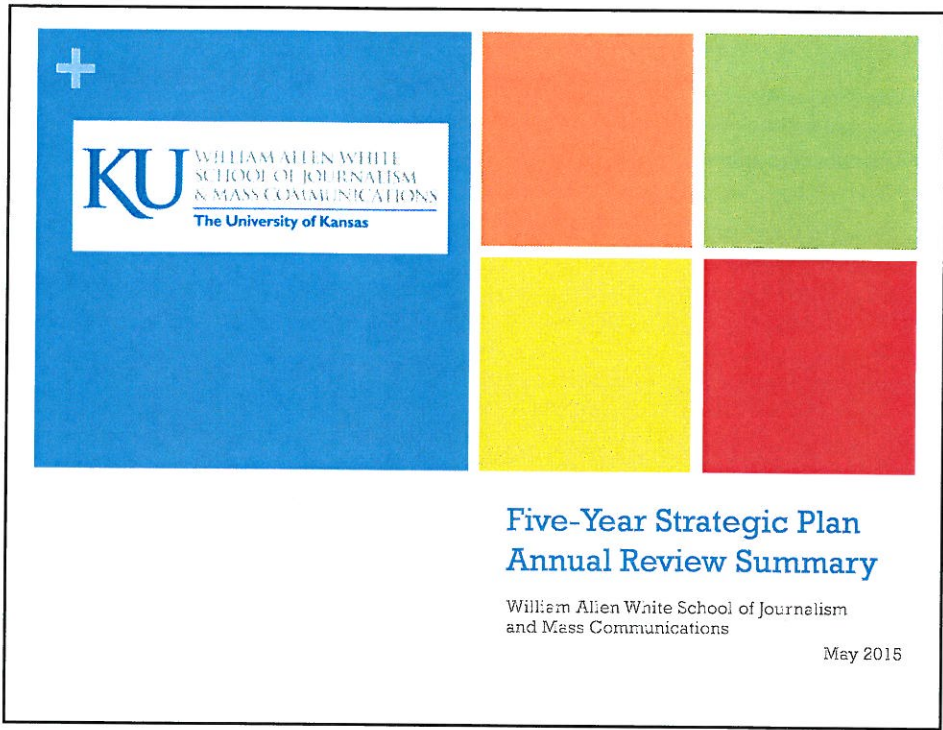
Committee elections (Brill) Faculty committee election results: Barnett will serve on the curriculum committee through FY2018; Erba will serve on the graduate committee through FY2018; Peters will serve on the technology committee through FY2018. Broholm was elected to represent the School on the University Core Curriculum Committee through FY2018. Current committee information can be found at <http://journalism.ku.edu/committees>

Review of Year (Brill) Priority 1 – Engagement with our partners, alums and professionals; Priority 2 – Advertising of and recruiting for our online graduate program; Priority 3 – Fiscal responsibility and growing research dollars. The School has requested a fall visit for the 2016 accreditation. Online faculty travel requests will be routed directly to the Dean.

Priorities for AY 2014-2015

- Recruiting great students
- Embracing comprehensive diversity
- Implementing revised graduate programs
- Focusing online curriculum development
- Increasing grants/awards/publications
- Fundraising

Meeting adjourned

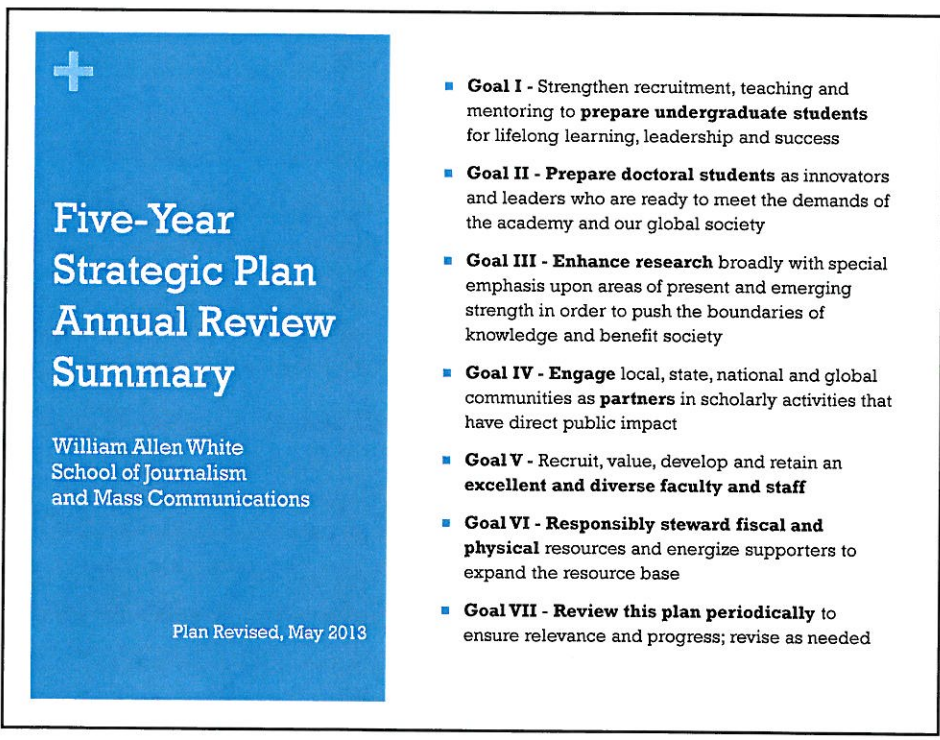


KU WILLIAM ALLEN WHITE
SCHOOL OF JOURNALISM
& MASS COMMUNICATIONS
The University of Kansas

**Five-Year Strategic Plan
Annual Review Summary**

William Allen White School of Journalism
and Mass Communications

May 2015

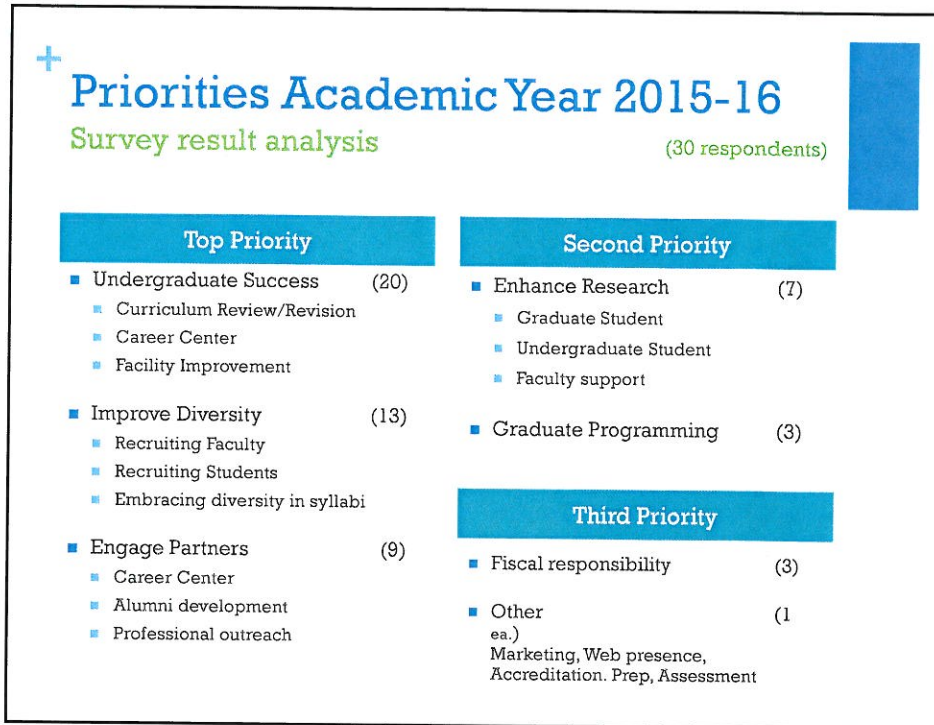


**Five-Year
Strategic Plan
Annual Review
Summary**

William Allen White
School of Journalism
and Mass Communications

Plan Revised, May 2013

- **Goal I** - Strengthen recruitment, teaching and mentoring to **prepare undergraduate students** for lifelong learning, leadership and success
- **Goal II** - **Prepare doctoral students** as innovators and leaders who are ready to meet the demands of the academy and our global society
- **Goal III** - **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 IV** - **Engage** local, state, national and global communities as **partners** in scholarly activities that have direct public impact
- **Goal V** - Recruit, value, develop and retain an **excellent and diverse faculty and staff**
- **Goal VI** - **Responsibly steward fiscal and physical** resources and energize supporters to expand the resource base
- **Goal VII** - **Review this plan periodically** to ensure relevance and progress; revise as needed



- +** **Priorities for Academic Year 2015-16**
- **Curriculum –**
Assessing, Responding, Improving: “moving the needle”
 - **Diversity –**
Recruiting, Embedding, Demonstrating
 - **Engagement –**
Professional, Civic, Interdisciplinary, Academic
 - **Accreditation –**
Collecting, Organizing, Preparing
 - Marketing our programs, fundraising

